Report 2012

Barcelona Observatory

As with the rest of the European Union, Barcelona finds itself today at a crucial point, emerged in an economic and financial recession, where the employment situation, social model and institutional context are posing important challenges for public administrations.

In this complex environment, the new municipal government's team is facing up to the forthcoming years with rigor, austerity and ambition. Budgetary discipline and austerity are at the core of our internal management, as we are convinced they are the only ways to gain credibility and improve social policy. This is why we have adapted our accounting procedures to the European System of Accounts. The City pays its suppliers at 30 days and Barcelona will end its fiscal year 2012 with zero deficit, and careful management will allow the municipality to increase its level of savings with respect to gross current income and implement a 1,909 million Euro investment plan for this mandate without the need for additional borrowing.

The City Council's commitment to reliability and its international credibility is part of an ambitious strategy for the medium and long term, which is designed to provide the city with a new production model aimed at economic growth and competitiveness, and to strengthen its consolidated assets while promoting new strategic industries for the future.

Barcelona certainly has a solid basis for achieving these goals. First, its diversified structure with mature sectors such as industry and commerce coexist with dynamic creative activities and recognized quality services in areas such as health. Also, it is a leader in terms of urban tourism, with this sector registering its best results ever in 2011 with 15.5 million overnight stays, and recently seeing Barcelona Airport overtaking Barajas Airport for the first time as a point of origin and destination. Another example is the internationally renowned group of universities and business schools in our area.

Given these strengths, Barcelona wants to push forward towards the future promoting its economic model based on creativity, culture, innovation, knowledge and wellbeing with a strategy based on the following points:

• Encourage cultural and sports activities that are true generators of economic activity, mainly with international benchmark events. In this sense, there are significant challenges in the short term like the opening of major cultural facilities like Barcelona's Design Hub, or the Born area´s Cultural Centre and the Fabra i Coats Centre.

• Move forward as a city committed to knowledge and training, making itself synonymous with excellence in the field of education and becoming a leader in tertiary education in Master's degrees and Doctorates. Also enhancing greater interaction between universities and the productive sectors of the city with projects such as the new Besòs Technology Campus in the Forum area.

• Commit to the new strategic industries of the future. For example, Barcelona is already a pioneer in the urban technological revolution underway regarding the Smart City concept, with its emphasis on self-sufficiency, efficiency and electric mobility.

Regarding the technology sector, Barcelona's position as Mobile World Capital until 2018 will provide it a unique opportunity to attract talent and investment, which this report incorporates in a specific special report. This is a strategic project that will allow us to consolidate a new industrial and business network in the metropolitan area that can generate innovation and competitive advantages in many other sectors and create new highly skilled jobs.

• Enhance Barcelona's infrastructure and logistics possibilities so that it can become the economic capital of southern Europe and the Mediterranean. With this in mind, final railway access to the Port of Barcelona and links to the so-called Mediterranean railway corridor will have to be completed as this is a key infrastructure needed to extend the potential of our main coastal ports, connecting them effectively with the European market.

To achieve these goals, the City has launched a so-called Barcelona Growth Commission, which includes representatives from all economic and social sectors in order to work together towards developing economic recovery. This commission aims to create a business friendly environment to facilitate the development of economic and business activity especially in strategic areas for the future. As such, an action plan has been drawn up with 30 specific measures that are currently being implemented.

The last key element of Barcelona's economic model is its openness and our city's international projection. Note that, in a year as complex as 2011, the area of Barcelona recorded its best results ever in terms of exports, as this report shows, and we maintained a highly-favourable international position in key areas of economic and business activity. As part of the Barcelona Growth framework, the City Council is looking to promote and manage one of its highly valuable and competitive factors, namely the Barcelona Brand, making sure it drives economic recovery in Catalonia and paying special attention to those markets where our companies are looking for strategic opportunities.

Presenting this Tenth Annual Report of the Barcelona Observatory, I would like to extend my congratulations to the technical team for their work, and thank all institutions and organizations for their involvement and again to restate our commitment to strengthen and renew public-private partnerships in the coming years, which will again be a key to promoting Barcelona in the future.

Xavier Trias
Mayor of Barcelona

For the second consecutive year the Barcelona Observatory report is presenting a special report on the business climate in the Metropolitan Area of Barcelona (AMB), prepared by the Chamber of Commerce's Economic and Infrastructure Studies Department.

This special report presents an analysis of the results from the *Survey on Business Climate* carried out by the Chamber of Commerce of Barcelona and the Statistical Institute of Catalonia. In this survey, Catalan business leaders evaluate 2011´s turnover, exports, employment and investment, and this represents a unique chance to really understand the real business situation encountered at the moment and, therefore, it is of particular relevance to Barcelona in the current economic climate.

The economic situation worsened considerably in 2011, although it was not as bad as it was in 2009. At the end of the year we got confirmation of a dreaded second fall in economic activity, both nationally and regionally, after a slight recovery recorded in 2010. This relapse was due to the intensification of the sovereign debt crisis in Europe, a slowdown in economic activity and world trade, and the implementation of public sector austerity policies, and this was mainly felt from the second half of 2011.

Indeed, the results of the survey show business climate worsening in terms of businesses´ performance and turnover in the Metropolitan Area of Barcelona in 2011. When analysed by sectors (industry, construction, retail trade, hotels and business consulting services), we find that only the hotel business had a favourable business performance with turnover growth thanks to foreign tourists.

In fact, tourism was one of the sectors that performed best in Catalonia and Barcelona in 2011. According official Barcelona Tourist Board figures, the year closed with 7.4 million tourists, a record high driven by increases in foreign tourist numbers representing a growth of 3.6% on 2010´s results. In fact, according to the Euromonitor International report, in 2010 Barcelona had more than 5 million international tourists, more than Las Vegas, Cairo, Beijing and Los Angeles at the global level, and Amsterdam and Prague at the European scale.

The rest of sectors analysed in the survey on business climate show decreased turnover, especially intense in the construction and retail trade areas, where rates fell by two digits. While turnover in business services went from stagnation in 2010 to falls in 2011, and while industry grew in 2010, it fell in 2011. Export growth in industry in the Metropolitan Area of Barcelona lost momentum during 2011, due to the international economic context.

However, despite the loss of momentum in 2011, exports from the Barcelona area reached a volume of 42,036.2 million Euros, the highest historically with an annual growth rate of 10.4%, consolidating the position of the Barcelona area as the leading exporter in the Spanish economy. Furthermore, Catalonia stands out as one of Europe's better regional prospects in terms of exports in 2012, according to a survey by Eurochambres regarding business perspectives.

Therefore, the internationalization of Barcelona's economy is its main competitive factor offsetting declines in activity, both in terms of exports of goods and tourism.

The complex macroeconomic situation shows the strategic value of Catalonia's and Barcelona's positioning and image abroad, and the need to continue working to promote this image.

Let me conclude by thanking the team for their work and continued efforts on this Barcelona Observatory project and all the entities that have again collaborated providing information and enriching the contents of the current report.

Miquel Valls i Maseda
President of Barcelona's Chamber of Commerce

Introduction

2011 was characterized by a slowdown in the recovery of the global economy, which had started strongly in 2010. Indeed, in the second half of the year, the sovereign debt crisis, caused by the tsunami and subsequent nuclear accident in Japan, and imbalances in some emerging economies have slowed down the dynamics of business activity, which ended the year with global growth of 3.8%. In the case of the Euro area, the process of fiscal adjustment and the slowdown in activity resulted in a generalised fall in confidence indices, the accentuation of weak domestic demand and a clear decline in most indicators, all of which put the economy on the brink of a new recession, according to experts.

This process has had a particularly strong effect in the southern countries of Europe, posing major competitive challenges to urban areas. Indeed, the simultaneous adjustment of fiscal, financial crisis and recession are adversely affecting activity and economic indicators and the international perception of the economies in this geographical area. On the other hand, the current phase of globalization is bringing about a process of convergence between countries and this is shifting the centre of gravity in terms of the world economy towards the East, making emerging countries the main growth drivers and receivers of foreign investment flows.

In this complex and uncertain context, Barcelona has maintained its strong international position in various areas relevant to economic activity and business. It is worth noting that it reached 6th place in the ranking of best European cities for business, according to the *European Cities Monitor* (ECM) 2011 by *Cushman & Wakefield*, which means the city has now ranked among the top six on the continent for the decade 2001 - 2011. In addition, those European executives surveyed in the ECM 2011 believe Barcelona is Europe's best city in terms of quality of life for workers, second best in terms of promoting itself (after London), and the third best city for business. Other prestigious sources confirm this positive rating, such as Ernst and Young's *European Attractiveness Survey*, which places Barcelona as third top city in terms of its quantity of foreign investment projects in 2011, and The Economist Intelligence Unit's report called *Hot Spots: Benchmarking Global City Competitiveness* places Barcelona amongst the top ten cities in the world in terms of its social and cultural attractiveness as well as regarding its overall appeal.

The City Council's Strategic Framework 2012-2015 outlines the vision and objectives that set out Barcelona's roadmap and milestones for the next four years, with two main priorities: economic recovery and the quality of life and welfare of people. Regarding economic progress, objectives are defined as the following:

- Make metropolitan Barcelona into the capital of Southern European logistics.
- Encourage emerging sectors with high added value, strengthening economic sectors set up in Barcelona, making it a benchmark for quality.
- Create the required conditions to attract capital for investments in the city.
- Strengthen the international contribution to Barcelona´s economy.
- Think business. Support for SMEs and the self-employed and promoting entrepreneurship.
- Make Barcelona an easy place to do business (Business Friendly)
- Make Barcelona a city of culture, knowledge, creativity and science, and create a favourable environment to attract and retain talent.

A commission has been set up called Barcelona Growth, which is a collective initiative led by Barcelona City Council, in order to implement these objectives and to create the right conditions for economic growth and act as a catalyst for the country from a practical view point, working together to impact upon the environment. This initiative is designed to be a central policy aimed at promoting the city's economic development and that of the surrounding areas in the coming years. The first phase of rollout includes six priority areas (international promotion, redefining the role of government, finance, talent and entrepreneurship, partnership and getting Barcelona connected), and this has led to the design of an action plan that includes 30 concrete steps to implement in the short run.

One of the central themes of this Action Plan is that of giving support to companies, which is an important springboard for economic growth and employment generation. As such, a Customer Service Office for Firms is planned providing a single point of contact for information, channelling paperwork and procedures with the local administration regarding licenses and permits. It also includes the creation of a special zone for entrepreneurs in the 22@ area to promote the setting up of development projects related to mobile technologies. Other elements of the plan include the creation of a credit line by the City to the tune of two million Euros and the start of a metropolitan booster programme for 30 companies with the highest growth potential, three entrepreneurship programmes in strategic sectors, and the *Reempresa* programme, all designed to help reach objectives, together with programmes to increase recognition for business peoples' values and their role in the media and schools.

The city, therefore, is aiming to generate an atmosphere of trust to facilitate the development of economic and business activity (business friendly). Firstly, by streamlining the procedures and management of business licenses, and paying suppliers at 30 days. Also, some of the other tools that will contribute to achieving this goal include the creation of a virtual platform called *Barcelona Connecta* to promote networking among entrepreneurs, associations and stakeholders. This platform will also facilitate procurement with local SMEs and entrepreneurs, the development of an online information guide and support for landing procedures for talent and international companies.

The internationalization of Barcelona's economy has consolidated in recent years as one of the main drivers of activity during a period of significantly weak domestic demand. The city aims to boost this with a strategy to promote what is Barcelona's main asset, its brand (led by the City Council and a business advisory group), and measures like the organization of a Forum of business and finance experts in the Mediterranean, the creation of a Barcelona/China economic commission with the most important stakeholders in this market and the creation of a so-called Barcelona Economic Showroom, a physical space that would showcase the economic potential of the city. The other essential element in the development of the metropolitan area's economic development is the enhancement of productive infrastructures, through measures like the establishment of railway access (in the medium term, the so-called Mediterranean Corridor) to facilitate the distribution of freight and goods from the port of Barcelona to the main European markets.

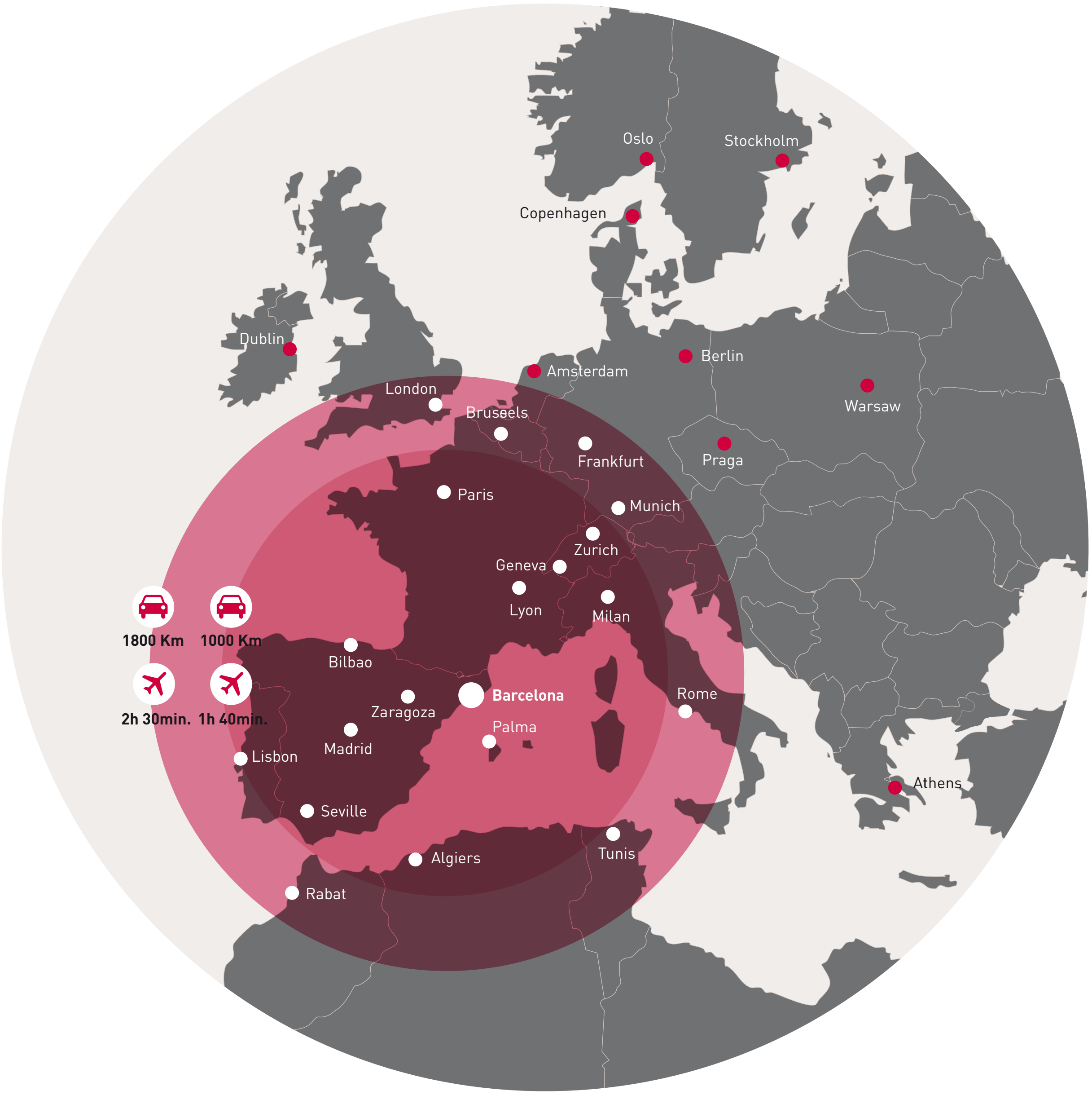
Given an international context of intense competition and growing leadership of emerging countries, Barcelona wants to create the right conditions for attracting capital to invest in the city. Regarding specific measures to reach this objective, the authorities have organised seven investment forums for connecting networks of business angels and private investors to boost funding for around a hundred companies, the launching a public international campaign worth five million Euros to attract private funds willing to invest in strategic business projects, attracting new private unstructured equity and the promotion of two crowdfunding workshops.
Barcelona aims to develop further in the coming years by transforming its production model, encouraging emerging industries and high value-added economic sectors while strengthening more established industries with the objective of establishing the city as a benchmark for quality. The recent announcement that Barcelona will be the Mobile World Capital for the period 2012-2018 is a great opportunity in this area apart from its impact on business tourism, because it strengthens the city's technological profile and its capacity to attract businesses, professionals and innovation in leading sectors. Other points worth highlighting include the quality of Barcelona's educational institutions, universities and business schools, and the promotion of electric mobility through taxis and motorbikes which also figure as iconic projects that have all helped make Barcelona a city of culture, knowledge, creativity and science, making Barcelona a favourable environment to attract and retain talent.

Over the coming years, tourism promotion will extend across the whole of the city accompanied by the creation and implementation of tourism plans for neighbourhoods as a tool to move towards decentralization, which is set out in the Strategic Tourism Plan 2015. Likewise, in order to reinforce Barcelona's positioning in the area of business tourism, Barcelona aims to capture five new strategic international exhibitions and conferences for the city over the next four years.

Barcelona has strong competitive assets that will be the key to successfully operating in the future, including its diversified economy, the dynamic nature of its exports, its tourism attraction and brand positioning representing an international standard of quality. At the same time, however, it is immersed in a complex environment in which the economic and financial crisis and global trends pose formidable competitive challenges to urban areas in southern Europe. In this uncertain environment and with a renewed strategic roadmap, the city faces some crucial years that will require innovative methods to strengthen its public-private collaboration, and its commitment to develop via products and services based on knowledge, creativity and sustainability, in other words the key factors for development and competitiveness in the XXI century.

Statistics

BARCELONA'S STATISTICS 2011



GEOGRAPHICAL ENVIRONMENT	
Surface area (km²)	102.2
Population	1,615.448
Foreign population (% of total)	17.3
Density (in habitants / km²)	15,807
Climate (Can Bruixa Observatory) 2011	
Average monthly temperature	17.2ºC
Yearly rainfall (mm)	699
Hours of sun	2597.7

ECONOMIC ENVIRONMENT	
MACRO ECONOMIC DATA	
GDP (var. int %) - Catalonia	0.7
Social Security Affiliates	992,231
Unemployment rate 16-64 years-old (%)	17.2
Employment rate 16-64 years-old (%)	65.9
Activity rate 16-64 years-old (%)	79.6
CPI (average var. %) - Barcelona Prov.	3.2
Exports (millions €) - Barcelona Prov.	42,036.2
Imports (millions €) - Barcelona Prov.	56,576.9
Investment abroad (millions €) - Catalonia	2,520.3
Foreign investment (millions €) - Catalonia	2,993.1
Companies - Barcelona Prov.	453,485
Foreign companies in Catalonia	5,061
RETAIL AND TOURISM	
Retail establishments - Barcelona Prov. (Jan 2011)	71,167
Shopping areas	24
Municipal markets (number and surface area m²)	43;206,769
Hotels	
Number	339
Beds	63,528
Tourists	7,390,778
INFRASTRUCTURES	
Airport	
Runways (Number and length in m)	3/3,352;2,660;2,540
Passengers	34,399,180
International passengers (%)	63.1
Port	
Land surface area (ha)	1,065.3
Docks and moorings (km)	20.3
Total transit (thousands of tonnes)	43,065.46
Barcelona Trade Fair	
Halls	65
Visitors	1,965,384
Surface area of halls (m²)	747.263
International meetings	2.283

TRAINING AND CITY OF KNOWLEDGE	
Catalan universities	12
University students in Catalonia (course 2009/2010)	244,263
Foreign schools (Barcelona Prov.)	35
Innovative companies in Catalonia (2010)	5,334

QUALITY OF LIFE	
Beaches (number and metres)	7;4,410
Bike lanes (km and *bicing* users)	181.5;121,819
Public libraries (number and users)	37;6,178,297
Museums, collections and exhibit spaces (number and users)	40;18,604,402
Public sporting facilities (number and users)	1776;194,656
Theatre, concert and cinema goes	12,213,301

Note: Data from 2011
Source: AENA, Barcelona City Council, Caixa Catalunya Provincial Yearbook, Barcelona Trade Fair, Government of Catalonia, Idescat, INE, National Institute of Meteorology, Spanish Ports, Secretary of State for Trade, Barcelona Tourism Board and Barcelona Institute of Culture, Ministry of Education.

The Observatory

Presentation of the Barcelona Observatory 2012 Report

The Observatory of Barcelona is a City Council and Chamber of Commerce initiative with the collaboration of many other organizations in the city that, year after year, work with the Executive Office providing information and making key contributions to their sectors.

This tenth edition of the annual report of the Observatory of Barcelona continues to provide references that are the basis for decision making by economic stakeholders interested in doing business or settling in Barcelona, for attracting talent and giving support to the presentation of candidatures for events or the opening of offices in the city of Barcelona. To this end, like every year, this report shows Barcelona's position with respect to the major cities in the world with a series of economic and social reference indicators.

The 2012 report follows a clear and direct format, including the following sections:

• An overview of the situation and preferable different action lines that the city can follow in economic matters.

• A selection of significant indicators that provide the reader with a summary presentation of relevant indicators on the city's position, its characteristics and challenges. Specifically, the current report presents 28 indicators in six subject areas (business, knowledge, tourism, sustainability and quality of life, prices and costs, and labour market and education), of which three are new: the best European cities for shopping, part of the section on business cities, international tourists in cities around the world in the section on tourism, and the social and cultural characteristics of cities in the chapter on global sustainability and quality of life. Suffice to say that, for each indicator, graphics have been added, with graphs or maps to facilitate an understanding of the results and analysis of trends over time.

• A special report prepared by the Chamber of Commerce analyses the business climate in 2011 in Barcelona's metropolitan area's economy, which also includes specific treatment of the main economic sectors. Based on the opinions of employers we can contextualise the environment found in Barcelona and Catalonia.

• A summary section where you can see Barcelona's position with respect to the major cities of reference, with visuals and summarised data.

The Observatory of Barcelona is characterized by the following features:

• It is built on a set of indicators, preferably defined at the city level, but likely to extend to other territories.

• The data obtained for the sample, in some cases, reaches sixty cities worldwide. Note that for some indicators, due to sample size issues, the selection includes 17 main urban areas.

• The indicators include, where possible, a graphical representation of the trends to assess progress in each specific area.

• The sources of information are prestigious organizations and institutions.

• Data and information collected are as up-to-date as possible, depending on availability.

2012 Results

City for business

Introduction

2011 was marked by a slowdown in the economic recovery of the developing world. Weaknesses were concentrated in the second half of the year due to the worsening sovereign debt crisis in the Euro zone and increasing financial pressures after the summer, which had global effects that were especially intense in Europe. This situation, coupled with the public administration's policy of austerity has meant that the economies of Spain, Catalonia and Barcelona entered recession again in the first quarter of 2012, and the outlook for the entire year has been revised significantly downward.

In this context, the internationalization of Barcelona's economy is the main asset offsetting the downturn in activity. 2011 was especially noteworthy for the dynamic nature of exports and the excellent evolution of exports from the Barcelona area, reaching a volume of 42,036.2 million Euros, the highest ever recorded and a 10.4% increase on 2010's results, and this consolidates the Barcelona area as Spain's main export economy. Furthermore, Catalonia stands out as one of the regions with the best prospects for exporting in 2012 (these are more positive than those of cities like Paris, Frankfurt, Stockholm or Amsterdam), according to a poll on employers by Eurochambres.

The complex macroeconomic situation makes the strategic value of positioning the brand and image of the economies of Barcelona and Catalonia abroad even more obvious. In this regard, it is noteworthy that Barcelona was considered the sixth most preferred city to locate a business by senior European executives in 2011, according to the *European Cities Monitor* by Cushman and Wakefield, and that during the decade from 2001 it was always among the continent's top six six cities. Also, the executives surveyed in the ECM survey placed Barcelona second in terms of its promotion (after London) and third in terms of being the best city for business, after London and Paris.

Other relevant indicators confirm this favourable perception. In 2011 the gross foreign investment in production was 3,022 million Euros, representing (after 2010) the second best result in the last decade. At the international level, the city is the third best city in Europe in terms of the number of international investment projects in 2011, according to the *European Attractiveness Survey 2012* by Ernst & Young, while it is among the top ten of the world's top urban areas in terms of number of foreign investment projects between 2007 and 2011, according to an analysis conducted by KPMG for the *Global Cities Investment Monitor 2012*. With regard to its future potential, the report *FDI Cities and Regions of the Future 2012/2013*, published by the prestigious Financial Times places Barcelona in fourth position and Catalonia in second place in the overall rankings for foreign investment promotions, reaffirming their leadership in this area amongst cities and regions in southern Europe.

Moreover, in a general context of rising entrepreneurial activity in Europe in 2011, the rate of entrepreneurial activity in Catalonia and the province of Barcelona grew for the first time in five years and stood at 6.8 and 7%, respectively.

At the same time, the city was the third city in the world for hosting most international meetings in 2011. Barcelona's commerce and trade also fares well in terms of foreign interest, with Barcelona awarded second place in the best cities for shopping for international tourists, according to the Global Shopper Index, while it is also one of top ten preferred locations for companies in international distribution businesses, according Jones Lang Lasalle.

The City Council is promoting the so-called Barcelona Growth initiative which aims to focus the efforts of public and private sectors to jointly define strategies and prioritize actions to develop and facilitate business and encourage competitiveness by having an administration and city that is business friendly. This objective is helping create a comprehensive set of measures to stimulate activity in the city in the short and medium term that includes branding Barcelona across the economy, the implementation of a Customer Service Office for Firms, creating a collaborative network and crosslanding with major cities across the world, and a metropolitan programme to encourage growth. The proactive strategy of the city continues to enjoy international recognition, and this is highlighted by a prize awarded by the European Enterprise Awards 2011 for the project "Transforming the corporate landscape of Barcelona" to Barcelona Activa.

Best European cities for business in 2011

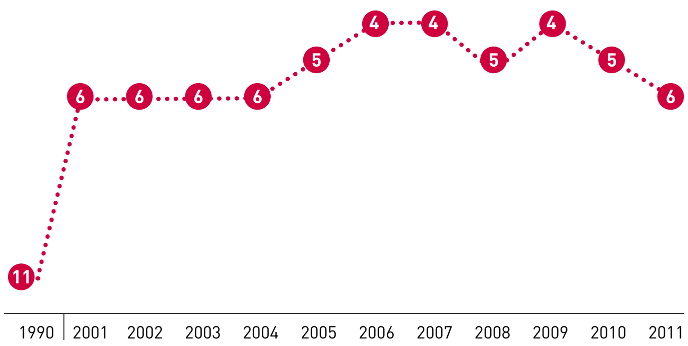
Barcelona, sixth best European city for business

The *European Cities Monitor* report by prestigious consultants Cushman and Wakefield is a survey based on the opinions of senior executives from 500 European companies. It places Barcelona sixth among the best European cities for business in 2011. The city lost a position compared to 2010, after having overtaken Brussels, and it is now led by Amsterdam and Berlin in the ranking, which is still headed by London, Paris and Frankfurt.

During the decade 2001-2011, Barcelona has been placed among the top six positions in this ranking, while in 1990 it held 11th position, which shows the sort of progress it has made since then. Moreover, the results show that in 2011 there was strong competition between the cities that occupy the positions behind the top three with a group of five cities bidding for top spots, amongst them Barcelona, along with Amsterdam, Berlin, Madrid and Brussels.

Similarly, the 2011 report highlights the fact that Barcelona is considered the second best city in Europe in terms of promotion, while executives see it as the third best business centre, and sixth in terms of availability of office space and internal mobility.

Positioning of Barcelona



Source: Cushman & Wakefield, European Cities Monitor

Ranking 1990	City	Ranking 2010	Ranking 2011
1	London	1	1
2	Paris	2	2
3	Frankfurt	3	3
5	Amsterdam	6	4
15	Berlin	7	5
11	Barcelona	5	6
17	Madrid	8	7
4	Brussels	4	8
12	Munich	9	9
7	Zurich	13	10
8	Geneva	14	11
9	Milan	11	12
19	Stockholm	16	13
6	Düsseldorf	10	14
14	Hamburg	15	15
13	Manchester	12	16
16	Lisbon	17	17
:	Birmingham	18	18
18	Lyon	19	19
:	Dublin	20	20
25	Warsaw	24	21
:	Istanbul	26	22
20	Vienna	22	23
:	Copenhagen	25	24
23	Prague	21	25
:	Helsinki	31	26
:	Bucharest	35	27
:	Leeds	23	28
21	Budapest	30	29
10	Glasgow	29	30
:	Edinburgh	27	31
:	Bratislava	32	32
24	Moscow	33	33
:	Oslo	34	34
:	Rome	28	35
22	Athens	36	36

Note: In 1990, the study only included 25 cities
Source: Cushman & Wakefield, European Cities Monitor 2011

Entrepreneurial activity in OECD countries in 2011

First increase in the rate of entrepreneurial activity in five years

According to data from the *Global Entrepreneurship Monitor* (GEM), in 2011 the rate of entrepreneurial activity (TEA) of the resident population in the province of Barcelona was 7%, showing growth (up by 1.5 percentage points) for the first time in five years, following the same trend as Catalonia (6.8%) and, after 4 years, Spain (5.8%). TEA levels in Barcelona were again ahead of France (5.7%), Finland (6.3%) and Switzerland (6.6%), which the city had already achieved in 2010, and its levels remain higher than those of Belgium (5.7%) and Germany (5.6%).

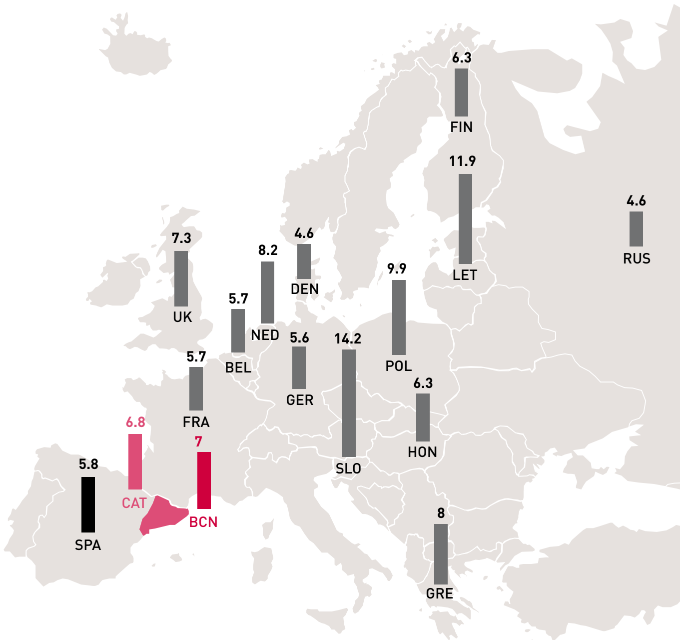
Increasing rates of entrepreneurship is a widespread phenomenon in most of Europe, which includes records for some Eastern European countries that cause the average of the European Union (7.6%) to rise and this leads to a higher TEA level than Barcelona's. In the OECD area, higher entrepreneurial activity rates correspond to countries with positive growth in GDP during the period of economic slowdown, such as China, Argentina and Brazil.

The Barcelona area exceeds the average of the European Union with regard to the rate of established entrepreneurs (8.9%) and this area also shows a lower rate of corporations that are wound up (1.7%), while its indicators are also below the EU average in terms of the proportion of the adult population involved in business processes (26.4%) or the rate of new entrepreneurs (2.8%).

Country	Entrepreneurial activity (% of population between 18-64 years old)
China	24.0
Argentina	20.8
Brazil	14.9
Slovakia	14.2
United States	12.3
Latvia	11.9
Poland	9.9
Netherlands	8.2
Greece	8.0
EU Average	7.6
United Kingdom	7.3
Barcelona	**7.0**
Catalonia	**6.8**
Switzerland	6.6
Finland	6.3
Hungary	6.3
Spain	**5.8**
Belgium	5.7
France	5.7
Germany	5.6
Japan	5.2
Denmark	4.6
Russia	4.6

Note: Note: Entrepreneurial activity includes new companies (less than 3 months of activity) and start-ups (3 to 42 months of activity). The statistical source contains a total of 45 countries. The countries of reference are selected samples
Source: Global Entrepreneurship Monitor (GEM). Catalonia Executive Report 2011 Informe executiu de Catalunya 2011

Entrepreneurial activity 2011 (% of population)



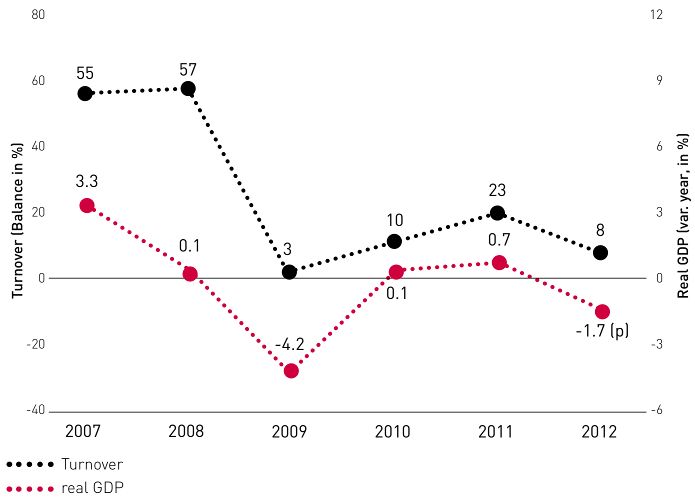
Source: Global Entrepreneurship Monitor (GEM), Catalonia Executive Report 2011

Business prospects in European regions for the year 2012

Catalonia has better export perspectives than the EU average

According to survey results by Eurochambres, business prospects for Catalonia for 2012 are less positive than last year, and worse than the Euro zone or the EU-27, except for exports. Catalonia stands out as one of the European regions where export prospects are best, with more favourable perspectives than Paris, Frankfurt, Stockholm or Amsterdam. In Catalonia 43% of employers believe that exports will increase in 2012, compared with 6% who believe they will decrease. The outlook for turnover is not as good, but they are still slightly positive: 35% of employers said that this would improve compared to 27% who said it would get worse. However, the prospects for investment in Catalonia for 2012 are slightly negative: 16% of employers expected it to increase, while 24% expected it to fall.

Business prospects in Catalonia



(p) Chamber of Commerce forecasts (October 2012)
Source: Chamber of Commerce from Eurochambres, IDESCAT and FUNCAS forecasts

Region (CITY)	Turnover (Balance in %)
Baden-Württemberg (STUTTGART)	50
Poland (WARSAW)	46
Turkey (ISTANBUL)	45
West Midlands (BIRMINGHAM)	45
Estonia (TALLINN)	43
East Sweden (STOCKHOLM)	39
London (LONDON)	32
North West (MANCHESTER)	27
Ile de France (PARIS)	23
EU-27*	**18**
Denmark (COPENHAGEN)	18
Valencian Community (VALENCIA)	15
Euro-16*	**15**
Northwest Italy (MILAN)	13
South Holland (ROTTERDAM)	13
Basque Country (BILBAO)	10
North Holland (AMSTERDAM)	9
Catalonia (BARCELONA)	8
Portugal (LISBON)	7
Central Italy (ROME)	5
Eastern Austria (VIENNA)	3
Spain	**2**
Bavaria (MUNICH)	0
Berlin (BERLIN)	0
Hessen (FRANKFURT)	0
Community of Madrid (MADRID)	-1
Central Hungary (BUDAPEST)	-6
Greece (ATHENS)	-29
Scotland (EDINBURGH)	-33

Region (CITY)	Exports (Balance in %)
Portugal (LISBON)	63
Community of Valencia (VALENCIA)	44
Turkey (ISTANBUL)	40
Greece (ATHENS)	40
Catalonia (BARCELONA)	37
Basque Country (BILBAO)	36
Estonia (TALLINN)	35
Poland (WARSAW)	35
Denmark (COPENHAGEN)	32
Ile de France (PARIS)	30
Spain	**29**
Hessen (FRANKFURT)	28
East Sweden (STOCKHOLM)	25
Euro-16*	**24**
North Holland (AMSTERDAM)	24
Northwest Italy (MILAN)	22
South Holland (ROTTERDAM)	22
EU-27*	**21**
Community of Madrid (MADRID)	20
West Midlands (BIRMINGHAM)	20
Berlin (BERLIN)	17
Baden-Württemberg (STUTTGART)	7
Central Italy (ROME)	7
Scotland (EDINBURGH)	4
North West (MANCHESTER)	4
London (LONDON)	-9
Bavaria (MUNICH)	-11
Central Hungary (BUDAPEST)	-16
Eastern Austria (VIENNA)	-19

Region (CITY)	Investment (Balance in %)
Central Italy (ROME)	47
Turkey (ISTANBUL)	36
Poland (WARSAW)	27
Baden-Württemberg (STUTTGART)	20
Estonia (TALLINN)	19
Hessen (FRANKFURT)	17
East Sweden (STOCKHOLM)	16
West Midlands (BIRMINGHAM)	10
Berlin (BERLIN)	10
North West (MANCHESTER)	4
Northwest Italy (MILAN)	2
EU-27*	**2**
Euro-16*	**2**
Eastern Austria (VIENNA)	2
Bavaria (MUNICH)	0
Ile de France (PARIS)	0
South Holland (ROTTERDAM)	-2
North Holland (AMSTERDAM)	-3
London (LONDON)	-4
Denmark (COPENHAGEN)	-5
Central Hungary (BUDAPEST)	-7
Catalonia (BARCELONA)	-8
Basque Country (BILBAO)	-10
Valencian Community (VALENCIA)	-17
Portugal (LISBON)	-19
Scotland (EDINBURGH)	-19
Spain	**-20**
Greece (ATHENS)	-24
Community of Madrid (MADRID)	-29

Note: The amounts are calculated as the difference between the percentatge of increase and percentatge of decrease. The statistical source contains a total of 111 regions.
The regions of reference are selected samples
* Sample average
Source: Eurochambres, The Business Climate in Europe's Regions in 2012

Main European regions receiving foreign investment projects in 2010

Barcelona, a favourite among European cities to establish investment operations

The *European Attractiveness Survey* report prepared by consultants Ernst & Young shows that in 2010 Catalonia was the twelfth most attractive European region for foreign investment, falling six positions on 2009. In the context of Europe's resurgence as an attractive destination for international investors, there was an increase of 14% in the reception of projects compared to 2009. Catalonia, with 53 projects, had 20% less than the year previous. However, in 2010 Catalonia saw a record level of gross foreign investment totalling 4,012 million Euros, its highest ever.

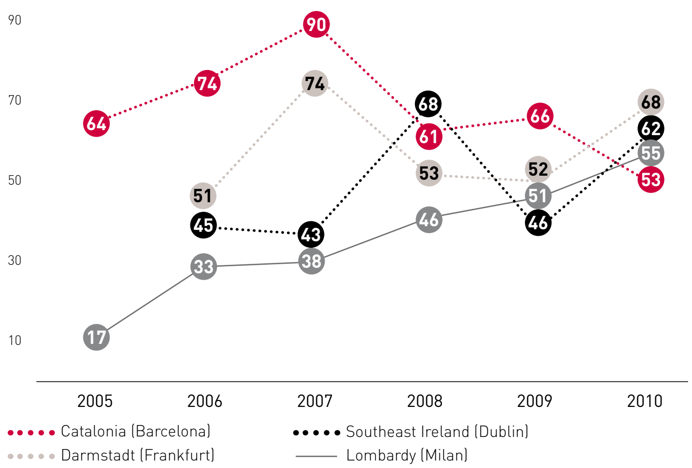
Moreover, the *European Attractiveness Survey 2012* by Ernst & Young placed Barcelona third regarding international investment projects received by European cities in 2011, which was a rise of 89% on the previous year. Also, according to KMPG´s *Global Cities Investment Monitor* 2012, during the period 2007-2011, Barcelona was amongst the world's top ten urban areas receiving most foreign investment.

Finally, according to information provided by the Autonomous Government of Catalonia's ACC1Ó development agency, the number of foreign investment projects undertaken in Catalonia in 2011 stood at 135, of which 56 were located in the city of Barcelona and 116 in the province, accounting for 41% and 86% of all projects in Catalonia respectively.

Projects 2009	Region (CITY)	Projects 2010
266	London (LONDON)	289
170	Ille de France (PARIS)	162
81	Rhône-Alpes (LYON)	122
73	Dusseldorf (DUSSELDORF)	73
66	Community of Madrid (MADRID)	71
52	Darmsladt (FRANKFURT)	68
54	Moscow (MOSCOW)	65
46	Southeast Ireland (DUBLIN)	62
51	Lombardy (MILAN)	55
-	Antwerp (ANTWERP)	55
-	Upper Bavaria (MUNICH)	54
66	Catalonia (BARCELONA)	53
-	Stockholm (STOCKHOLM)	48
-	North Holland (AMSTERDAM)	45
-	Koln (COLOGNE)	42

Source: Ernst & Young's European Investment Monitor 2011

Foreign investment projects (number)



Source: Ernst & Young's European Investment Monitor

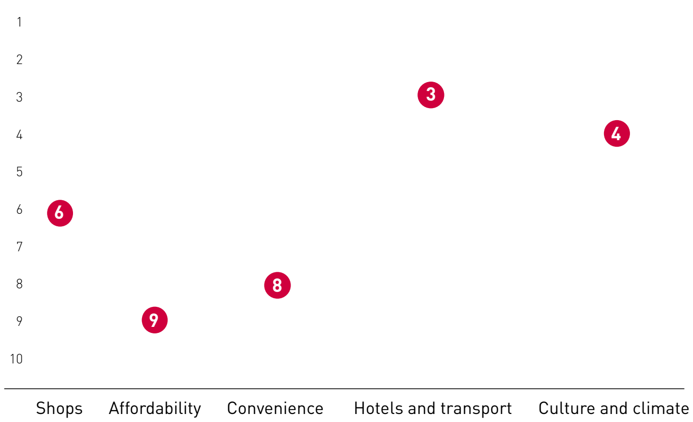
Best European cities for shopping in 2011

Barcelona, the second best city in Europe for shopping

In 2011 Barcelona took second position, along with Madrid, in the ranking of best European cities for foreign tourist shopping, according to the *Global Shopper City Index*, compiled by the Economist Intelligence Unit (EIU) from a comparison of 33 of the most important cities on the continent.

And Barcelona's result was very close to London's, the first ranked city in the list. As such, the report highlights the robustness of Barcelona's second place because it got good results across all categories on the index: shops, affordability, convenience, hotels and transportation, and culture and climate, while London's results varied considerably between items. The EIU report highlights Barcelona's attractiveness because of its cuisine and low prices for major brands, as well as the opening times of shops and discounts.

Positioning of the categories



Note: The overall indicator is not determined as an average of the rankings represented in the graph, but rather as average indicators obtained for each category. This is, therefore, a numerical value, and as such you can calculate the ranking of cities, with Barcelona in second place as the best city for shopping.
Source: Economist Intelligence Unit

Ranking	City	Global Index
1	London	67.3
2	Barcelona	67.1
2	Madrid	67.1
4	Paris	65.5
5	Rome	62.9
6	Berlin	62.3
7	Lisbon	61.6
8	Amsterdam	61.3
9	Prague	59.7
10	Budapest	59.6
11	Milan	59.3
12	Vienna	59.1
13	Istanbul	58.4
14	Dublin	57.6
15	Brussels	56.8
16	Athens	56.2
17	Munich	55.5
18	Copenhaguen	54.1
19	Moscow	53.9
20	Stockolm	53.4
20	Hamburg	53.4
22	Lyon	53.3
23	Bratislava	52.3
24	Sofia	52.2
24	Bucarest	52.2
26	Kiev	51.4
26	Edinburgh	51.4
28	Warsaw	50.9
29	St. Petersburg	49.1
30	Helsinki	48.2
31	Belgrade	43.6
32	Oslo	43.1
33	Geneva	41.0

Notes: All scores 0-100 where 100=best shopping environment
The index is composed of 22 indicators, aggregated into five categories: shops; affordability; convenience; hotels and transport; culture and climate
The indicators and categories have an equal weight in the score of the global índex
Source: Economist Intelligence Unit

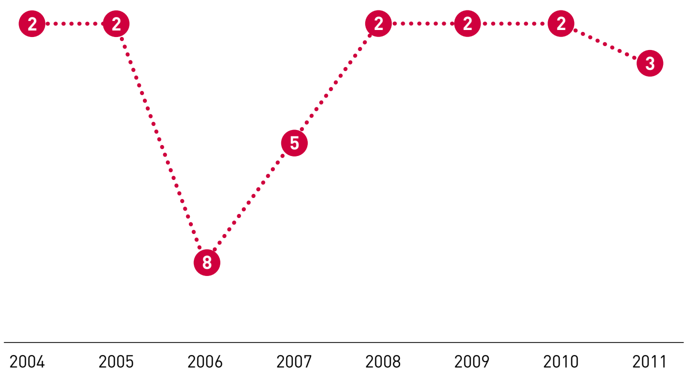
Major cities around the world organizing international meetings in 2011

Barcelona, third top city in the world for international conferences

In 2011, Barcelona ranked as the third top city in the world rankings for hosting most international meetings, according to the annual report by the International Congress and Convention Association (ICCA). In 2011, Barcelona held 150 meetings, a figure beaten only by Vienna (with 181) and Paris (174). This figure means Barcelona experienced an increase in the number of international meetings compared to 2009 and 2010. And although it lost a position compared to 2010, the city continues to be in the top 3 for the fourth consecutive year.

Also, Barcelona was top city in the ranking in number of participants at international conferences in 2010, with a total of 133,830 attendees, followed at a distance by Vienna and Stockholm with 87,345 and 76,584 participants, respectively. The medical sector generates most meetings and conferences in the city of Barcelona: 38% of the total in 2010.

Positioning of Barcelona



Source: International Congress and Convention Association

International Meetings 2010 2010	City	Variation 2010/2011 (%)	International Meetings 2011
154	Vienna	17.5	181
147	Paris	18.4	174
148	Barcelona	1.4	150
138	Berlin	6.5	147
136	Singapore	4.4	142
114	Madrid	14.0	130
97	London	18.6	115
104	Amsterdam	9.6	114
109	Istanbul	3.7	113
98	Beijing	13.3	111
87	Budapest	24.1	108
106	Lisbon	0.9	107
91	Seoul	8.8	99
92	Copenhagen	6.5	98
85	Prague	15.3	98
98	Buenos Aires	-4.1	94
80	Brussels	16.3	93
89	Stockholm	4.5	93
72	Rome	27.8	92
99	Taipei	-16.2	83
79	Kuala Lumpur	-1.3	78
82	Hong Kong	-6.1	77
60	Dublin	26.7	76
81	Shanghai	-11.1	72
67	Helsinki	6.0	71
55	Bangkok	27.3	70
62	Rio de Janeiro	11.3	69
28	Warsaw	132.1	65
57	Geneva	10.5	63
56	Zurich	12.5	63
49	Melbourne	26.5	62
49	Oslo	24.5	61
75	Sao Paulo	-20.0	60
102	Sydney	-44.1	57
69	Athens	-20.3	55
66	Munich	-16.7	55
58	Vancouver	-5.2	55
66	Edinburgh	-21.2	52
43	Mexico City	18.6	51
36	Washington D.C	41.7	51
57	Montreal	-12.3	50
68	Tokyo	-26.5	50
58	Santiago, Chile	-15.5	49
28	Tallinn	75.0	49
38	Bogota	15.8	44
43	Boston	2.3	44
37	Lima	18.9	44
44	Toronto	0.0	44
33	Belgrade	27.3	42
31	Krakow	29.0	40
36	Hamburg	11.1	40
20	Ljubljana	100.0	40
57	Valencia	-31.6	39
41	Cape Town	-7.3	38
32	Oporto	18.8	38
31	Jeju	19.4	37

Source: International Congress and Convetion Association

Knowledge society

Introduction

The City Council's Strategic Framework 2012-2015 aims to make Barcelona a city of culture, knowledge, creativity and science, creating a favourable environment to attract and retain talent. In as such, it is reaffirming its commitment to the transformation of a production model that has enabled it to reach a critical mass in terms of human capital and a remarkable level of research at the international level, something which, given the current economic climate, is proving to be essential for promoting a recovery.

Firstly, the size of the Catalan labour market in sectors with high added value is quite remarkable: Catalonia is Europe´s fourth top region in terms of number of people employed in manufacturing sectors with high and medium-level technology intensity, fifth in terms of workers in science and technology, and seventh in terms of knowledge-intensive service sectors in 2010.

Moreover, the strategy of promoting research has put Barcelona in fifth and twelfth place in terms of European and world scientific production in 2011, according to the annual report prepared by the Technical University of Catalonia (UPC). Also, after four calls for research, Catalonia is one of the leading regions in European scientific excellence, with a ratio of projects financed by the European Research Centre (ERC) per million of population that exceeds those of countries like Austria, Finland, Belgium and Denmark. In addition, in the area of universities, we can highlight the position of the three public universities in the area of Barcelona (Pompeu Fabra University, Autonomous University of Barcelona, University of Barcelona), which are amongst the 225 top universities in the world, according to the Times Higher Education Ranking 2012.

In terms of innovation, 2009´s results show the effect of the recession on the decline in the number of PCT patents and technology patents in many European provinces and in the case of Barcelona. On the other hand, spending on R&D relative to GDP shows a clear progression in the period 2001-2009 in Catalonia, but in 2010 it fell slightly to reach 1.63%, a level still higher than the Spanish average (1.39%), but lower than the EU average (2.1%). In contrast, spending on business innovation reached 3,642.2 million Euros in 2010, an increase of 4.2%, which is the first increase after two consecutive years of decline. Furthermore, Catalonia remains Spain's top region in terms of the number of companies that carry out innovation activities, with 5,334 companies representing more than a fifth of the national total (21.6%).

Finally, also noteworthy is an improvement in the perception of Barcelona internationally regarding technology, as shown by the fact that it is rated among the top ten technology cities in Europe, with the same number of points as Amsterdam, according to a ranking prepared by Buck Consultants International, and Barcelona boasts international recognition as an emerging Smart City. The recent selection of Barcelona as Mobile World Capital for the period 2012-2018 is a great opportunity in this area, because in addition to its impact on business tourism, it will strengthen the technological profile of the city and its ability to attract businesses, professionals and innovation in leading sectors.

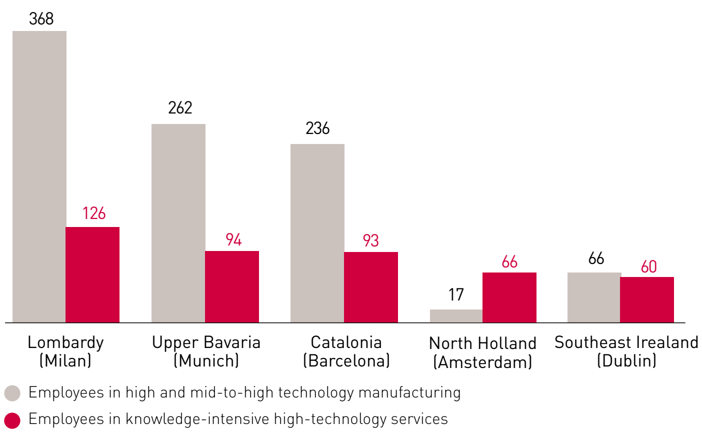
Population employed in manufacturing and technology services in European regions in 2010

Catalonia, fourth and seventh top European region in jobs in technology-related manufacturing and services

According to Eurostat, in 2010 Catalonia climbed one position to reach fourth place in terms of European regions with the largest number of people employed in high and mid-to-high technology manufacturing, with a total of 236,184 workers in these sectors. In a year when most benchmark regions experienced a fall in employment in these sectors, Catalonia saw increases, exceeding levels in Ile de France, and only beaten by Stuttgart, Lombardy and Upper Bavaria. On the other hand, Catalonia is one of the regions with the highest relative employment weightings in high and mid-to-high technology manufacturing with a value of 7.5% of total manufacturing, although the majority of these had reached higher levels before the recession.

In terms of total employment in knowledge-intensive high technology services, Catalonia was in seventh position in 2010 in Europe, the same place as the previous year. With a total of 92,795 workers in these activities, Catalonia is below the levels of Lombardy and Upper Bavaria, but exceeds those of Darmstadt, Berlin and southern Finland, one of the regions in Europe that has developed most in this sector over the last decade. In 2010 the number of employees in these sectors in Catalonia remained stable, maintaining its relative weight in terms of the total population (3%). Noteworthy is that in Barcelona, employees that work in knowledge-intensive high technology services represent 5.3% of the total workforce, rising by 5.6% in the period 2008-2011.

Population employed in knowledge-intensive high-technology services and high and mid-to-high technology manufacturing *(thousands of people)*



Source: Eurostat

Employees in knowledge-intensive high-technology services (% of total employed population)	Employees in knowledge-intensive high-technology services	Region (CITY)	Employees in high and mid-to-high technology manufacturing	Employees in high and mid-to-high technology manufacturing (% of total employed population)
2.73	56,821	Stuttgart (STUTTGART)	378,648	18.16
2.95	125,800	Lombardy (MILAN)	367,660	8.63
4.22	94,261	Upper Bavaria (MUNICH)	261,511	11.70
2.96	92,795	Catalonia (BARCELONA)	236,184	7.53
6.47	336,235	Ille de France (PARIS)	216,466	4.17
1.53	60,315	Istanbul (ISTANBUL)	190,238	4.83
2.95	68,585	Düsseldorf (DÜSSELDORF)	176,377	7.59
4.32	79,439	Darmstadt (FRANKFURT)	151,944	8.26
2.32	60,304	Rhône-Alpes (LYON)	147,188	5.67
6.49	186,640	Community of Madrid (MADRID)	88,923	3.09
5.68	88,848	Berlin (BERLIN)	81,519	5.21
2.63	47,110	South Holland (ROTTERDAM)	77,563	4.33
2.56	24,020	Basque Country (BILBAO)	74,452	7.93
5.36	69,112	Southern Finland (HELSINKI)	72,797	5.65
5.28	118,812	Lazio (ROME)	70,260	3.12
2.08	40,224	Provence-Alps-Cote Azur (MARSEILLE)	68,379	3.54
4.35	59,547	Southeast Irealand (DUBLIN)	66,019	4.82
4.51	55,364	Central Hungary (BUDAPEST)	63,685	5.18
2.15	23,838	West Midlands (BIRMINGHAM)	57,301	5.17
1.38	26,620	Community of Valencia (VALENCIA)	51,327	2.65
1.90	27,309	Ankara (ANKARA)	50,002	3.48
5.25	195,604	London (LONDON)	49,142	1.32
6.54	56,745	Denmark (COPENHAGEN)	41,034	4.73
3.39	55,585	Attica (ATHENS)	38,934	2.37
4.75	59,223	Lisbon (LISBON)	37,413	3.00
2.31	27,138	Greater Manchester (MANCHESTER)	37,061	3.15
3.43	32,957	Southwest Scotland (GLASGOW)	27,500	2.86
5.80	46,185	Vienna (VIENNA)	27,406	3.44
5.11	53,710	Bucharest (BUCHAREST)	26,719	2.54
2.74	26,286	Eastern Scotland (EDINBURGH)	26,206	2.73
3.74	24,803	Zagreb (ZAGREB)	23,354	3.52
1.92	17,898	Languedoc -Roussillon (MONTPELLIER)	18,513	1.98
4.77	66,120	North Holland (AMSTERDAM)	17,360	1.25
7.33	47,781	Prague (PRAGUE)	14,490	2.22
5.86	24,026	Brussels (BRUSSELS)	11,335	2.77
6.74	41,908	Oslo (OSLO)	10,530	1.69

Note: Knowledge-intensive high-technology services include IT, telecommunications, and research and development. The original database includes 314 regions, however this table only shows a selection of benchmark regions
Source: Eurostat

Population employed in science and technology, and spending on research and development in European regions in 2010

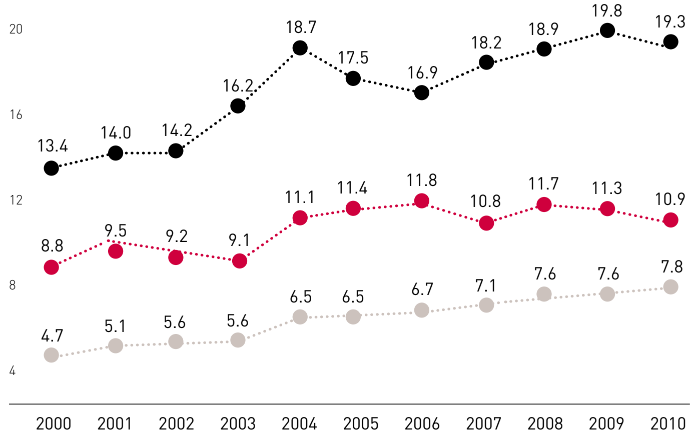
Catalonia, fifth best European region in terms of employment in science and technology

With 600,000 employees with degree-level studies in science and technology in 2010, Catalonia was again placed fifth in the ranking of European regions, beaten only by Ile de France, London, Madrid and Warsaw, but ahead of regions such as Lombardy, Upper Bavaria or Amsterdam.

After a significant expansion of these activities during the period 1998-2008, in 2010 there was a fall in employment and this spilled over into a second consecutive year in the field of science and technology in Catalonia, which has accumulated a drop of 8% since 2008. Despite this negative trend, Catalonia has remained in the same position in the European ranking over the last nine years and the weighting of workers in science and technology in relation to the total workforce in Catalonia has risen 2.1 points since the year 2000.

In 2009 the amount of research and development (R&D) in Catalonia reached 1.7% of GDP, a higher level than areas such as London and Lombardy, but far lower than leading areas like Hovedstaden, Upper Bavaria and Stockholm. This indicator showed a clear positive progression in the period 2001-2009 in Catalonia, but in 2010 it fell back slightly to reach 1.63%, a rate that was higher than the Spanish average (1.39%), but less than the EU average (2.1%) and the Lisbon 2010 goal (set at 3%). The same year, Catalonia generated more than a fifth (22.5%) of domestic expenditure on R&D and plays host to 21.6% of all innovation companies in Spain.

Population employed in science and technology (% of total population)



Catalonia (Barcelona)
North Holland (Amsterdam)
Lombardy (Milan)

* Population 15 to 74 years

Source: Eurostat

Total internal R&D Expenditure (% GDP) 2009	Internal R&D Expenditure in the Business Sector (% GDP) 2009	Region (CITY)	Science and technology workers (thousands) 2010	Science and technology workers (% population*) 2010
3.01	1.96	Ille de France (PARIS)	1,427	16.6
1.04	0.32	London (LONDON)	1,045	17.7
2.06	1.13	Community of Madrid (MADRID)	876	18.0
1.19	0.33	Wazowieckie (WARSAW)	639	15.7
1.70	**0.99**	**Catalonia (BARCELONA)**	**600**	**10.9**
1.27	0.85	Lombardy (MILAN)	583	7.8
2.78	1.82	Rhône-Alpes (LYON)	544	12.4
4.63	3.58	Upper Bavaria (MUNICH)	537	16.0
-	-	Sofia (SOFIA)	526	9.0
3.67	1.5	Berlin (BERLIN)	479	17.4
6.44	5.93	Stuttgart (STUTTGART)	431	13.5
-	-	Istanbul (ISTANBUL)	421	4.5
-	-	Attica (ATHENS)	404	13.3
1.94	1.54	Düsseldorf (DÜSSELDORF)	398	9.8
2.05	1.08	Provence-Alps-Cote Azur (MARSEILLE)	397	11.1
1.75	0.63	North Holland (AMSTERDAM)	388	19.3
3.58	2.95	Darmstadt (FRANKFURT)	376	12.6
2.22	1.68	South Holland (ROTTERDAM)	366	13.5
1.11	0.45	Community of Valencia (VALENCIA)	360	9.4
1.8	0.65	Lazio (ROME)	349	8.1
3.88	2.81	Stockholm (STOCKHOLM)	344	22.4
3.83	2.64	Southern Finland (HELSINKI)	340	16.7
0.83	0.2	Lithuania (VILNIUS)	336	12.9
1.7	1.15	Southeast Ireland (DUBLIN)	310	12.8
1.53	0.9	Central Hungary (BUDAPEST)	302	13.2
1.09	0.34	Bucharest (BUCHAREST)	285	15.8
5.27	3.78	Denmark (COPENHAGEN)	284	22.1
2.12	1.63	Basque Country (BILBAO)	281	16.9
-	-	Ankara (ANKARA)	264	7.7
2.45	1.32	Lisbon (LISBON)	238	11.1
-	-	Oslo (OSLO)	234	27.1
2.3	1.28	Hamburg (HAMBURG)	233	16.8
1.24	0.38	Greater Manchester (MANCHESTER)	214	11.1
2.21	0.8	Prague (PRAGUE)	196	19.6
2.18	0.65	Southwest Scotland (GLASGOW)	186	11.5
0.46	0.17	Latvia (RIGA)	185	10.5
0.59	0.18	Eastern Scotland (EDINBURGH)	178	11.7
2.76	0.91	Languedoc -Roussillon (MONTPELLIER)	178	9.4
1.37	0.74	West Midlands (BIRMINGHAM)	169	8.7
3.95	2.18	Vienna (VIENNA)	159	12.1
1.54	0.65	Zagreb (ZAGREB)	136	10.7
1.43	0.64	Estonia (TALLINN)	125	12.1
1.54	0.79	Brussels (BRUSSELS)	109	13.4

*Population aged 15 to 74 years
Note: Employees that have a high level of scientific training and are employed as professionals or technicians. Domestic expenditure includes expenditure on capital and labor, both researchers and administrative staff that are related research activities in proportion of GDP. The original database contains 314 regions, while the table shows only a selected sample of reference regions
Source: Eurostat

Patent applications in the main OECD provinces in 2009

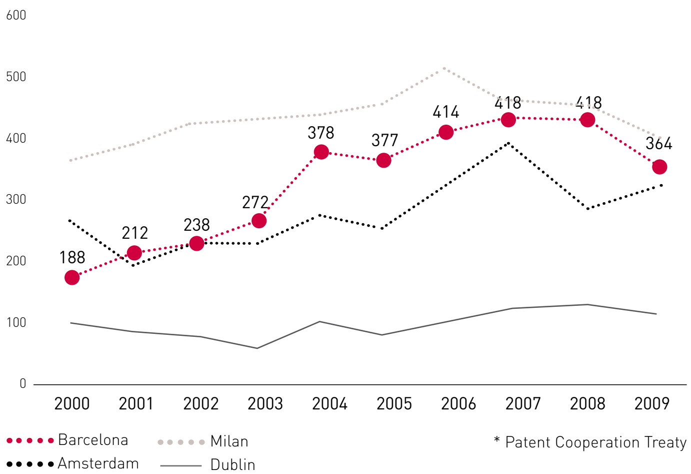
Barcelona and most European cities recorded a general decrease in patent numbers

In 2009, Barcelona recorded a total of 364 international applications for PCT patents, according to the residence of the inventor (13% less than 2008), representing the first decline in 15 years. In fact, many benchmark provinces showed strong declines in PCT patent applications, motivated largely by the impact of the economic downturn. The same year, Barcelona-based companies generated 66 technology patent applications, 30.5% fewer than in 2008. There was also a reduction in the number of patents per million inhabitants, falling from 78 in 2008 to 68 in 2009, although the figure kept Barcelona in 34th position in the sample of cities.

Until 2008 Barcelona had experienced a significant boost in numbers and tripled its total number of PCT patents and multiplied its number of technology patents by five in a decade. As well, in 2009 Barcelona continued to be located in an intermediate position between the main benchmark provinces in the OECD´s selected sample in terms of technology, beating areas like Amsterdam, Copenhagen, Vienna, Rome and Oslo in terms of total number of PCT patents, and Düsseldorf and Lyon with respect to technology patents.

Moreover, the most recent data from OEPM (Spanish Patent and Trademark Office) showed a moderate increase (+1.4%) in the number of domestic patent applications in the province of Barcelona in 2011 after two consecutive years of declines, while in the rest of Spain this figure registered a decrease of 3.9%.

*** PCT Patent (number of applications)**



* Patent Cooperation Treaty

Source: OECD

PCT technology patent applications	PCT technology patent applications per million inhabitants	Province (CITY)	Total PCT patent applications per million inhabitants	Total PCT patent applications
4,488	349.55	Tokyo (TOKYO)	690.47	8,864
3,092	320.73	Silicon Valley (SAN JOSE)	557.24	5,371
1,167	50.27	New York (NEW YORK)	148.56	3,447
919	111.43	Boston (BOSTON)	349.54	2,882
1,140	113.65	Seoul (SEOUL)	241.89	2,427
635	72.16	Osaka (OSAKA)	266.34	2,345
729	37.08	Los Angeles (LOS ANGELES)	108.40	2,132
437	41.52	Chicago (CHICAGO)	155.05	1,631
381	57.31	Houston (HOUSTON)	243.12	1,617
367	137.29	Stuttgart (STUTTGART)	544.25	1,455
471	179.49	Munich (MUNICH)	490.18	1,286
584	126.84	Seattle (SEATTLE)	223.24	1,028
435	219.73	Stockholm (STOCKHOLM)	482.44	956
235	106.80	Paris (PARIS)	337.05	741
62	20.94	Düsseldorf (DÜSSELDORF)	244.47	724
328	233.53	Uusimaa (HÊLSINKI)	486.44	684
192	56.08	Berlin (BERLIN)	168.21	575
213	28.10	London (LONDON)	73.45	557
114	32.72	Rotterdam (ROTTERDAM)	130.22	453
94	23.83	Milan (MILAN)	105.85	416
44	26.27	Rhône (LYON)	244.50	413
131	**20.79**	**Madrid (MADRID)**	**61.14**	**385**
66	12.33	Barcelona (BARCELONA)	68.07	364
70	26.38	Amsterdam (AMSTERDAM)	121.98	323
124	64.82	Montreal (MONTREAL)	157.22	300
37	2.89	Istanbul (ISTANBUL)	20.55	261
91	33.83	Toronto (TORONTO)	77.42	207
35	67.94	Copenhagen (COPENHAGEN)	383.17	195
42	24.80	Vienna (VIENNA)	113.17	191
78	39.67	Bouches-du-Rhône (MARSEILLE)	83.84	165
61	14.82	Rome (ROME)	40.16	165
53	93.97	Oslo (OSLO)	244.13	137
31	29.42	Brussels (BRUSSELS)	120.93	127
32	23.69	Manchester (MANCHESTER)	89.79	120
35	20.44	Budapest (BUDAPEST)	67.56	116
41	33.55	Dublin (DUBLIN)	89.77	109
22	21.08	Hérault (MONTPELLIER)	96.94	99
24	**9.50**	**Valencia (VALENCIA)**	**39.01**	**98**
36	76.05	Edinburgh (EDINBURGH)	175.05	82
10	2.44	Attica (Athens)	13.53	55
16	15.40	Birmingham (BIRMINGHAM)	44.91	46
13	**11.52**	**Biscaia (BILBAO)**	**39.39**	**45**
8	6.78	Prague (PRAGUE)	33.53	41
9	4.52	Lisbon (LISBON)	17.48	35
10	6.03	Warsaw (WARSAW)	18.59	32

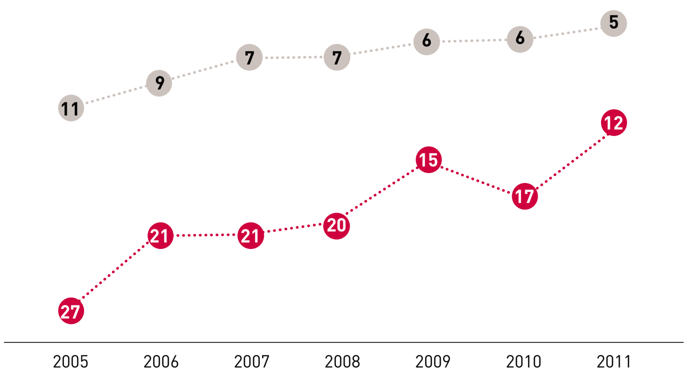
Note: Counting patents according to the inventor's region of residence
Sample data from 2009 for the cities of Germany, France, Belgium, Norway, USA, Japan and Korea are not available, and in these cases 2008 data was used
The statistical source contains a total of 1742 provinces. The provinces of reference are selected samples
Source: OECD

Top world cities for scientific production in 2011

Barcelona is placed fifth in the European Ranking

According to *Report on the evolution of scientific production in the world's major cities* developed by the UPC´s Centre of Land Policy and Valuations, Barcelona ranked fifth and twelfth in the rankings of scientific publications at the European and world level respectively, with 13,472 scientific publications in 2011, the city's best results since the start of the data series in 2005. The increase in publications between 2010 and 2011 (+7.4%) meant that Barcelona climbed one and five positions in the European and world rankings respectively. According to this data, Barcelona´s scientific production is similar to those of cities like Los Angeles, Baltimore and Toronto, but ahead of Berlin, Munich, Oxford and San Francisco.
Moreover, in 2012 Catalonia has been awarded 7 Advanced Grants from the European Research Council (ERC) and this makes it Spain´s leading region for such projects once more. In addition, after four grant calls, 30 Catalan projects have been awarded financing, which makes it Europe´s leading region in terms of scientific excellence with a ratio of ERC-funded projects per million inhabitants higher than countries like Austria, Finland, Belgium and Denmark.

Positioning of Barcelona



World ranquing
European ranquing

Source: Created by the UPC LPAC using data from the SCI (Science Creation Index)

World ranking 2010	City	World ranking 2011	European ranking 2011	Publications 2011
1	Beijing	1	-	40,818
2	London	2	1	34,811
3	Tokyo	3	-	27,670
5	Seoul	4	-	25,429
4	Paris	5	2	24,903
7	Boston	6	-	24,432
6	New York	7	-	24,022
8	Shanghai	8	-	20,846
9	Moscow	9	3	15,423
10	Madrid	10	4	15,059
11	Los Angeles	11	-	13,760
17	Barcelona	12	5	13,472
12	Baltimore	13	-	13,462
14	Toronto	14	-	13,345
16	Rome	15	6	13,283
13	São Paulo	16	-	13,008
15	Philadelphia	17	-	12,915
19	Chicago	18	-	12,781
18	Houston	19	-	12,761
20	Berlin	20	7	12,261
22	Cambridge Massachusetts	21	-	11,102
21	Milan	22	8	10,904
23	Munich	23	9	10,570
26	Oxford	24	10	10,464
25	Hong Kong	25	-	10,424
30	Melbourne	26	-	10,423
28	Singapore	27	-	10,146
27	Montreal	28	-	10,118
24	Osaka	29	-	10,091
29	Amsterdam	30	11	9,794
32	Cambridge	31	12	9,517
33	San Francisco	32	-	9,325
34	Pittsburg	33	-	9,045
35	Zurich	34	13	8,817
31	Athens	35	14	8,703
36	Stockholm	36	15	8,452
37	Copenhagen	37	16	7,352
38	Prague	38	17	6,689
39	Lyon	39	18	6,478
41	Manchester	40	19	6,244
40	Warsaw	41	20	5,967
43	Edinburgh	42	21	5,611
42	Dublin	43	22	5,538
45	Brussels	44	23	5,334
44	Buenos Aires	45	-	5,324
49	Rio de Janeiro	46	-	5,315
47	Mexico City	47	-	5,243
50	Hamburg	48	24	5,238
46	Toulouse	49	25	5,157
51	Valencia	50	26	5,050
48	New Delhi	51	-	4,919
52	Naples	52	27	4,879
55	Turin	53	28	4,795
53	Glasgow	54	29	4,751
54	Montpellier	55	30	4,673
57	Saint Petersburg	56	31	4,561
56	Marseille	57	32	4,489
59	Lisbon	58	33	4,194
58	Basel	59	34	4,090
60	Liverpool	60	35	3,900
61	Yokohama	61	-	3,887
62	Frankfurt	62	36	3,813
63	Tel Aviv	63	-	3,656

Source: Polytechnic University of Catalonia-Centre of Land Policy and Valuation. 2011 Report on the evolution of scientific production of the world´s major cities

Tourism

Introduction

Despite the complex economic environment in 2011, the tourism sector in Catalonia and Barcelona was one of those that performed best last year. According to data from Turisme de Barcelona, the city´s tourism board, the year closed with 7.4 million tourists, a record high driven by increases in foreign tourists, which rose by 3.6% compared to the previous year. In fact, according to data from Euromonitor International for 2010, Barcelona was again placed in 16th position in the ranking of world cities and 5th in Europe in terms of foreign visitors, with more than 5 million international tourists, ahead of Las Vegas, Cairo, Beijing and Los Angeles at the global level, and Amsterdam and Prague in terms of European cities.

Also, Barcelona is Spain´s top urban destination in terms of hotel room occupancy rates and profitability, according to the Barometer on Returns published by Exceltur. This study shows that in 2011, the average occupancy rate of hotels in Barcelona was 72.4%, the highest of all urban destinations in Spain, and the average revenue per available room was 76.8 Euros, higher than other destinations like San Sebastian, Madrid, Bilbao and Las Palmas. According Exceltur, Barcelona´s advantage is based mainly on its strong international positioning, which is upheld by a combination of a wide-ranging supply of leisure activities and a suitable environment for businesses.

Also regarding the European context, Barcelona´s main infrastructures that provide access to the city, namely the port and airport, also fared well. On the one hand, Barcelona Airport climbed one position to rank ninth in the European airport league table by number of passengers, with over 34 million users in 2011, according to the ACI Europe Airport Traffic Report. In 2011, new international routes outside the European Union opened and these have contributed to the growing number of international passengers and it is expected these will continue to contribute strongly. It is worth noting that this strategy has improved the positioning of Terminal T1 in terms of connecting to other major hubs, whereas Terminal T2 has become the 6th largest Spanish airport centre and is now due to be remodelled to improve its retail offer and interiors.

In addition, in 2010 the Port of Barcelona retained its position as the top port for European and Mediterranean cruises for the tenth consecutive year. In 2011, the number of passengers continued to grow to over 2.6 million, and in 2012, forecasts show that there will be an increase in tourists thanks to the arrival of even bigger cruise ships.

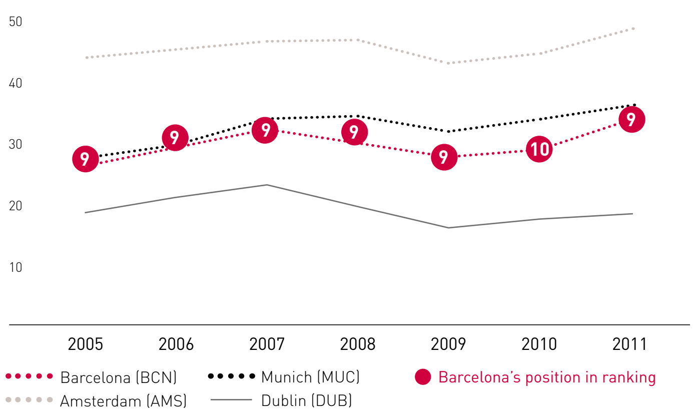
Top European airports by volume of passengers in 2011

Barcelona recovers ninth position in the ranking of European airports

The number of passengers at Barcelona Airport rose for a second consecutive and for the first time breached the 34 million people mark. There was an increase of 5.2 million passengers, which meant a rise of nearly 18% compared to 2010, doubling the previous year´s results. According to the ACI Europe Airport Traffic Report, Barcelona Airport has risen one position in the airport ranking, climbing above London Gatwick, to take ninth position amongst the major airports in Europe* and thus becoming one of the five fastest growing airports in terms of passenger numbers.

The highest growth area registered at Barcelona Airport was in international flights with non-EU countries, which in 2011 reached 24%. Significant increases were seen in Latin American markets thanks to an increase in the frequency of flights to Buenos Aires by Aerolineas Argentinas and new routes opened to Sao Paulo in 2011 by Singapore Airlines/Spanair and Iberia. And regarding the Middle East, there was an increase in passengers to Doha thanks to Qatar Airways, and in terms of North America, there were increases on routes from Canada, the U.S. and Mexico, as well as increases in the Russian market.

Passengers (millions)



Source: Airport Council International, ACI Europe Airport Traffic Reports
Barcelona Air Route Development Committee (CDRA)

* In 2010, Barcelona Airport dropped one position due to the entry of the airport of Istanbul, according to statistics from ICA. Had it not been for this, Barcelona would have retained the ninth position

City (Airport)	Variation 2011/2010 (%)	Passengers 2011
London Heathrow (LHR)	5.4%	69,433,565
Paris Roissy (CDG)	4.8%	60,970,551
Frankfurt (FRA)	6.5%	56,436,255
Amsterdam (AMS)	10.0%	49,754,910
Madrid (MAD)	-0.4%	49,644,302
Munich (ZHR)	8.8%	37,763,701
Rome-Fiumicino (FCO)	3.9%	37,651,222
Istanbul (IST)	16.3%	37,398,221
Barcelona (BCN)	17.8%	34,387,597
London Gatwick (LGW)	7.3%	33,668,048
Paris Orly (ORY)	7.7%	27,139,076
Moscow Domodedovo (DME)	15.5%	25,701,610
Antalya (AYT)	15.2%	25,183,142
Zurich (ZHR)	6.6%	24,335,673
Palma de Mallorca (PMI)	7.6%	22,723,837
Copenhagen (CPH)	5.7%	22,673,477
Moscow(SVO)	16.7%	22,555,309
Vienna (VIE)	7.2%	21,106,330
Oslo (OSL)	10.5%	21,092,873
Düsseldorf (DUS)	7.1%	20,339,466
Milan - Malpensa (MXP)	1.8%	19,291,427
Stockholm - Arlanda (ARN)	12.4%	19,088,363
Manchester (MAN)	6.3%	18,991,797
Brussels (BRU)	9.4%	18,756,203
Dublin (DUB)	1.7%	18,735,944
London Stansted (STN)	-2.8%	18,046,777
Berlin (TXL)	12.6%	16,919,820
Helsinki (HEL)	15.4%	14,848,074
Lisbon (LIS)	5.2%	14,791,260
Athens (ATH)	-6.3%	14,428,032
Istanbul (SAW)	18.0%	13,688,979
Hamburg (HAM)	4.6%	13,558,260
Geneva (GVA)	10.6%	13,030,752
Malaga (AGP)	6.3%	12,801,352
Prague (PRG)	2.0%	11,788,629
Gran Canary (LPA)	11.2%	10,528,476
Nice (NCE)	8.5%	10,422,079
Alicante (ALC)	5.6%	9,903,734
Cologne /Bonn (CGN)	-2.3%	9,623,398
Stuttgart (STR)	4.0%	9,582,265
London (LTN)	8.9%	9,526,978
Edinburgh (EDI)	9.2%	9,386,014
Wazowieckie (WAW)	7.2%	9,337,734
Milan Linate (LIN)	9.2%	9,063,827
Budapest (BUD)	9.0%	8,911,273
Tenerife Sud (TFS)	17.9%	8,606,894
Izmir (ADB)	14.0%	8,574,021
Venice (VCE)	24.9%	8,563,274
Ankara (ESB)	9.9%	8,561,024
Lyon (LYS)	6.9%	8,527,119
Birmingham (BHX)	0.6%	8,494,386
Milan- Orio al Serio (BGY)	9.7%	8,416,961
Moscow Vnukovo (VKO)	-13.4%	8,196,595
Kíev (KBP)	20.2%	8,047,072

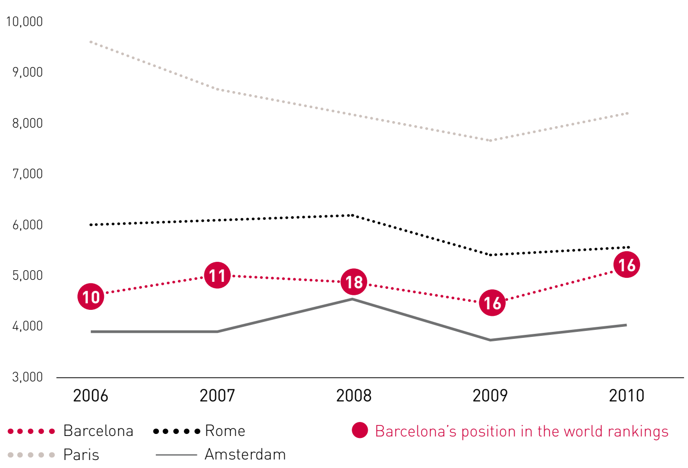
Source: Airports Council International. Airport Traffic Report, 2011
Barcelona Air Route Development Committee (CDRA)

International tourists in cities across the world in 2010

Barcelona remains in the top 20 international tourist destinations in the world

According to Euromonitor International, for the second consecutive year Barcelona was ranked 5th and 6th amongst European and worldwide cities respectively in terms of international tourism arrivals. So the city, with more than 5 million international arrivals, is ahead of cities like Las Vegas, Cairo, Beijing and Los Angeles, at the worldwide level, and Amsterdam and Prague, in terms of European cities. The number of international tourist arrivals in Barcelona saw annual growth of almost 16%, in contrast to the declines recorded in 2009 and 2008 (-5.3% and -2.7%, respectively), and this placed it amongst the best performing cities worldwide in this aspect in 2010. It is worth noting that this was a good result for Barcelona given the backdrop of weak domestic demand in the economy, which led to a drop in domestic tourism received in Barcelona.

International tourists (in thousands)



Note: From 2008 there was a break in the series because the number of cities analyzed was reduced from 150 to 100.
Source: Euromonitor International

City	Variation 2010/2009 (%)	International Tourists 2010 (milliards)
Hong Kong	18.0	19,973
Singapore	16.0	18,297
London	3.5	14,706
Macau	25.9	13,098
Bangkok	10.0	10,984
Antalya	20.0	10,641
Kuala Lumpur	10.0	10,351
New York	4.2	8,961
Paris	5.5	8,176
Istanbul	7.7	8,124
Dubai	-0.4	7,752
Mecca	-12.4	6,122
Miami	5.6	6,003
Rome	1.4	5,620
Shanghai	22.9	5,397
Barcelona	15.6	5,160
Las Vegas	0.8	5,130
Cairo	3.5	4,998
Beijing	18.8	4,901
LosAngeles	1.1	4,550
Pattaya	4.0	4,430
Amsterdam	9.0	4,021
Tokyo	28.0	3,817
Prague	2.5	3,758
Moscow	1.4	3,740
Phuket	7.5	3,612
Dublin	-15.0	3,587
PuntaCana	3.1	3,521
Vienna	4.7	3,520
Madrid	1.1	3,402
Kiev	-5.4	3,343
Orlando	0.4	3,277
Taipei	11.4	3,224
Mugla	9.0	3,211
San Francisco	6.3	2,929
Edirne	9.7	2,912
Toronto	6.2	2,879
Berlin	2.6	2,872
Seoul	14.2	2,809
Chennai	18.0	2,785
Guangzhou	16.2	2,687
Sydney	0.3	2,610
Budapest	-3.9	2,606
Denpasar	6.1	2,600
Sharm el Sheikh	10.0	2,558
Buenos Aires	13.6	2,509
St Petersburg	7.8	2,500
Warsaw	5.6	2,450
Damascus	7.2	2,436
Ho Chi Minh City	28.4	2,435

Note: Arrivals refer to international tourists who visit the city for at least 24 hours and less than12 months staying in private or group accommodation. Excluding day visitors (day trippers) and domestic tourists.
Source: Euromonitor International

Major cruise ports in the Mediterranean in 2010

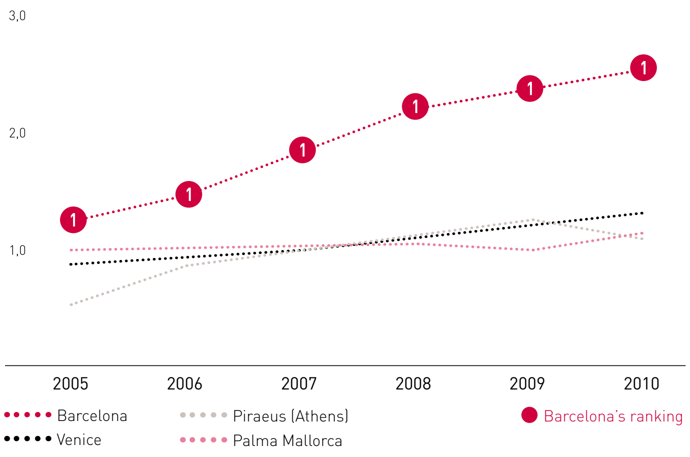
Barcelona, Europe's leading port for the tenth consecutive year

In 2010, the Port of Barcelona maintained its leading position as the top port in Europe and the Mediterranean for cruises for the tenth consecutive year. Indeed, the number of passengers rose to 2,347,976, which represents an annual growth of 9%, doubling the previous year´s results (4%) and higher than that of Rome, the second most important cruise port in Europe, which grew 6%.

In 2011, the number of passengers passing through the Port of Barcelona continued to grow to over 2.6 million, 13% more than in 2010. In 2012 the Port of Barcelona is expected to continue receiving latest generation cruise liners, including Carnival Breeze (part of the Carnival Cruise Lines' fleet), Riviera (Oceania), Celebrity Reflection (Celebrity) and MSC Divina (Mediterranean Shipping Cruises).

The port of Barcelona is prepared for the rising trend in the internationalization of cruise passengers because it boasts an airport with direct flights to the main U.S. cities such as Atlanta, New York, Miami and Philadelphia, among others. This connection is important because there are more tourists from the United States coming for cruises from Barcelona than any other foreign nationality, according to a study in 2010.

Cruises (millions of passengers)



Source: Med Cruise 2010

Passengers 2009	City (Homeport)	Variation 2010/2009 (%)	Passengers 2010
2,151,465	Barcelona (Port)	9.1%	2,347,976
1,802,938	Rome (Civitavecchia)	6.5%	1,920,000
1,420,980	Venice (Port)	13.8%	1,617,011
1,056,215	Palma Mallorca (Port)	27.5%	1,347,009
1,500,000	Athens (Piraeus)	-19.3%	1,210,000
1,054,900	Southampton (Port)	13.8%	1,200,000
671,468	Geneva (Port)	28.1%	860,290
675,000	Copenhagen (Port)	-1.9%	662,000
712,681	Savona (Port)	-9.6%	644,000
291,388	Kiel (Port)	17.0%	341,000
259,222	Dover (Port)	18.5%	307,223
126,839	Hamburg (Port)	93.9%	246,000
181,548	Amsterdam (Port)	10.2%	200,000
126,000	Bremerhaven (Port)	-20.6%	100,000
135,000	Harwich (Port)	-51.0%	66,215

Source: MedCruise. Cruise Europe and individual port data

Sustainability and quality of life

Introduction

The City Council´s strategy for the 2012-2015 period includes priority areas to make Barcelona a healthy city that fully integrates the environment, urban planning, infrastructure and ICTs, with the aim of moving towards a self-sufficient energy model, with productive neighbourhoods that progress at a human scale and as part of a hyper-connected city with zero emissions. This vision requires a responsible environmental policy to ensure the quality of air and the sustainability of water and material cycles and energy efficiency.

In this context, Barcelona wants to lead a transformation towards more intelligent and sustainable cities by creating a global standard or City Protocol for measuring the sustainability and capacity levels of urban areas in order to generate quality life. The protocol involves a partnership between universities, cities and companies to define the parameters of city change policies based on environmental, cultural, social and economic values that are guided by efficient resource consumption and design excellence.

Barcelona is starting from a privileged starting point in order to address these challenges, given its international position as the best European city in terms of quality of life for workers, a position it has held for fourteen consecutive years, according to Cushman and Wakefield. This value is implicitly recognized by a report called *Hot Spots: Benchmarking Global City Competitiveness* by the Economist Intelligence Unit, which places Barcelona amongst the top 10 cities in the world in terms of its social and cultural character. This new indicator has been incorporated in this year´s Observatory to measure the impact of factors that stimulate cities, including freedom of speech and human rights, openness and diversity, security and cultural life.

In terms of environmentalism, Barcelona´s compact and Mediterranean model promotes sustainable mobility (representing 81% of travel within the city) and moderate commuter times to get to work, which in Barcelona´s case was rated best in a sample of cities analyzed in the *Scorecard on Prosperity* 2011 by the Toronto Board of Trade. Also, Barcelona was sixth in the ranking of best European cities in terms of internal transport, according to the *European Cities Monitor*. Meanwhile, the city continues to move forward with the implementation of electric mobility, and recently France´s Public Innovation Observatory awarded the 2011 *Territoria* prize to the so-called "LIVE" project which is designed to boost electric vehicle use, and which is led by Barcelona City Council in conjunction with ICAEN and IDEA, as well as other private companies. The prize recognizes the role of this project in terms of innovation in the public sector. It is worth noting that Barcelona will be the world capital of the electric vehicle in 2013 when it hosts the next edition of the EVS Electric Vehicle Symposium, (the worldwide industry´s benchmark congress), and this will certainly help strengthen its position in this field.

Finally, firms and private entities in Barcelona are maintaining their steadfast commitment to sustainability despite the impact of the economic recession, as can be seen by the evolution of the number of EMAS accreditations. With a total of 194 registrations in 2011, the province of Barcelona holds a leading position in the European ranking, ahead of some benchmark environmental countries like Finland, Sweden and Norway.

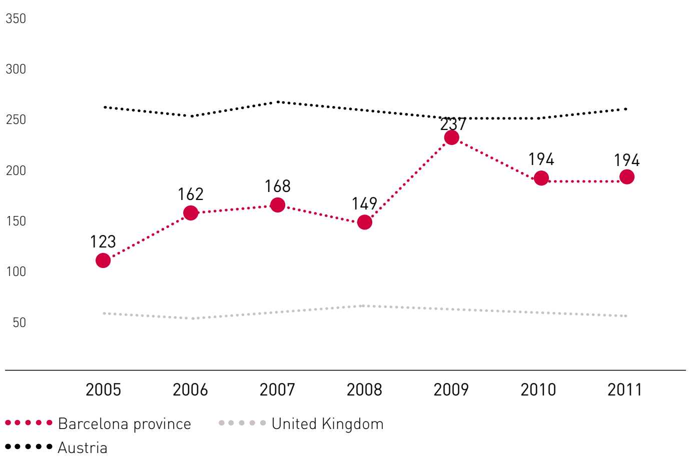
Environmental commitment of European companies in 2011

Businesses in the Barcelona area have maintained their commitment to the environment

In January 2012, Barcelona, its surrounding province and Catalonia recorded 73, 194 and 295 EMAS accreditations respectively, which place these areas in the top part of the European ranking and surpass benchmark countries in environmental matters such as Finland, Norway and Denmark. The number of certificates increased 13.9% in Catalonia compared to September 2010, while in the Barcelona area the figure remained the same. Also, one important point worth highlighting was Spain´s second position in Europe (behind Germany) with 1,236 EMAS accreditations, with nearly a quarter of these (23.9%) from Catalonia and 16% from the Barcelona area.

Moreover, according to the ISO Survey 2010, Spanish companies achieved 18,347 ISO 14001 accreditations, which makes it Europe´s leading country for the sixth consecutive year and third in the world in terms of these certificates, behind China and Japan, after recording a rise of 11% on 2009´s figures.

EMAS Certifications



Source: European Comission, Eco-Management and Audit Scheme (EMAS)

Country	EMAS Certifications 2011
Germany	1,346
Spain	**1,236**
Italy	1,162
Catalonia	**295**
Austria	260
Barcelona Province	**194**
Sweden	76
Barcelona	**73**
Denmark	70
Portugal	65
United Kingdom	58
Greece	53
Belgium	43
Poland	25
France	21
Czech Republic	20
Norway	20
Hungary	19
Lithuania	10
Finland	9
Ireland	6
Latvia	5
Cyprus	5
Netherlands	4
Romania	4
Slovenia	3
Estonia	3
Bulgaria	3
Slovakia	1
Luxemburg	1
Malta	1

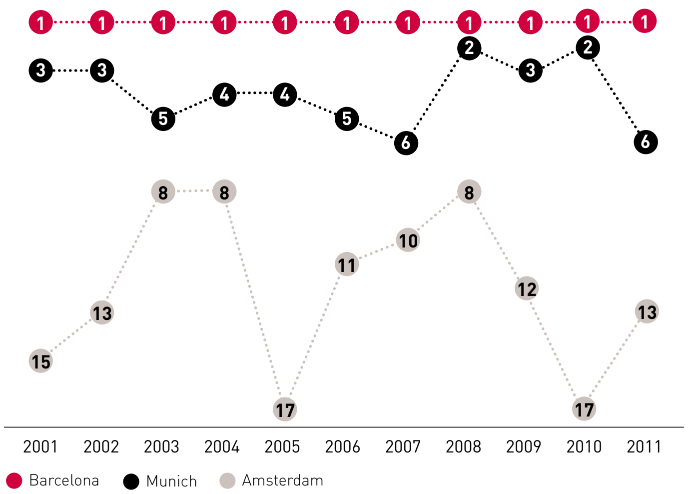
Source: European Comission, Eco-Management and Audit Scheme (EMAS) and Government of Catalonia Department of Territory and Sustainability. January 2012

Best European cities for quality of life of workers in 2011

Barcelona, best European city in quality of life for 14 years

In 2011, and for the fourteenth consecutive year, Barcelona was the best European city for the quality of life of workers, according to European executives surveyed in the *European Cities Monitor* by *Cushman & Wakefield*. Following behind in the ranking were Stockholm, Zurich and Geneva, which climbed positions compared to the 2010 ranking. Munich and Paris fell back from second to fourth, and sixth to eighth positions respectively. Barcelona´s privileged position in terms of quality of life is an essential factor because it helps place it amongst the top European cities for business, as this is one of the critical elements in any decision on where to locate a business and for the attraction and retention of talented and creative professionals.

Top European cities in quality of life (ranking)



Source: Cushman & Wakefield, European Cities Monitor

Ranking 2010	City	Ranking 2011
1	Barcelona	1
3	Stockholm	2
5	Zurich	3
9	Geneva	4
6	Madrid	5
2	Munich	6
7	Copenhagen	7
11	Vienna	8
4	Paris	8
10	London	10
13	Oslo	11
8	Edinburgh	11
17	Amsterdam	13
16	Brussels	14
11	Hamburg	15
13	Berlin	16
19	Lisbon	17
24	Leeds	18
19	Rome	18
15	Lyon	18
19	Dublin	21
25	Milan	22
23	Manchester	22
22	Düsseldorf	24
18	Helsinki	24
26	Frankfurt	26
28	Prague	27
26	Birmingham	28
31	Glasgow	29
29	Bratislava	29
34	Istanbul	31
35	Warsaw	32
32	Budapest	33
36	Moscow	34
33	Bucharest	35
30	Athens	35

Source: Cushman & Wakefield, European Cities Monitor 2011

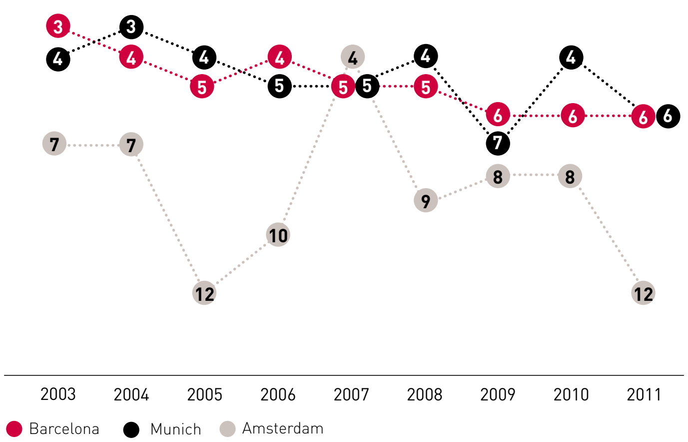
Best European cities in terms of internal transport in 2011

Barcelona remains the sixth best city in Europe in terms of internal transport

In 2011 Barcelona was among the top ten European cities in terms of internal transport (an indicator that measures the ease of getting around in a city), according to the *European Cities Monitor* ranking. Barcelona retained sixth position for the third consecutive year, equalling Munich, and behind London, Paris, Berlin, Stockholm and Madrid, but ahead of Manchester, Zurich and Amsterdam.

Furthermore, according to the Toronto Board of Trade´s *Scorecard on Prosperity* 2011, Barcelona has the shortest commuter times to work amongst a sample of 24 cities studied in Europe, Canada and the United States, with an average time spent of 48.4 minutes. These favourable results are related to the city´s compact city centre model and the public policy of promoting sustainable mobility developed in recent years.

Top European cities in internal transport (ranking)



Source: Cushman & Wakefield, European Cities Monitor

Ranking 2010	City	Ranking 2011
1	London	1
2	Paris	2
3	Berlin	3
7	Stockholm	4
4	Madrid	5
6	Barcelona	6
4	Munich	6
10	Manchester	8
9	Zurich	9
15	Leeds	10
11	Frankfurt	11
13	Geneva	12
8	Amsterdam	12
24	Copenhagen	14
23	Lyon	15
18	Oslo	15
18	Hamburg	17
12	Brussels	17
18	Birmingham	19
30	Bratislava	20
16	Vienna	20
14	Düsseldorf	22
16	Helsinki	23
30	Budapest	24
22	Milan	24
24	Dublin	26
24	Lisbon	26
28	Glasgow	28
33	Warsaw	29
24	Prague	30
21	Edinburgh	30
33	Moscow	32
36	Athens	33
35	Istanbul	34
29	Rome	35
32	Bucharest	36

Source: Cushman & Wakefield. European Cities Monitor 2011

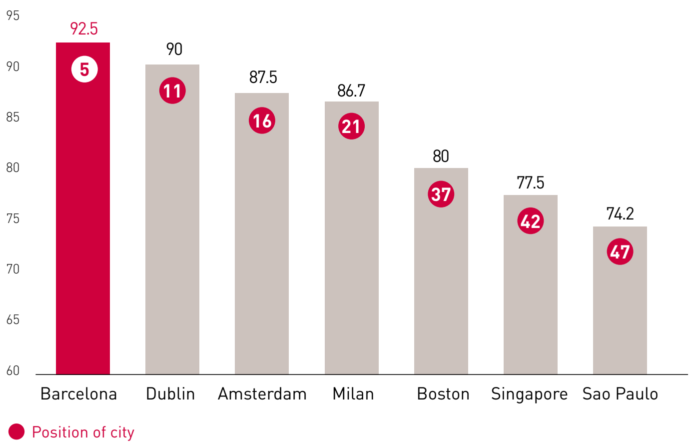
Social and cultural character of global cities in 2012

Barcelona amongst the top ten cities in the world

According to the report *Hot Spots: Benchmarking Global City Competitiveness* elaborated by the Economist Intelligence Unit, Barcelona is among the top 10 cities in the world with regard to its social and cultural character. In fact, Barcelona is positioned fifth along with Madrid, London, Frankfurt, Berlin and Chicago, behind Zurich, Sydney, New York and Los Angeles.

This indicator measures the impact of a number of factors that help generate a dynamic character profile for a city, such as freedom of speech and human rights, openness and diversity, safety and a vibrant cultural life (restaurants, cuisines from around the world, theatre productions, concerts, UNESCO heritage sites, book fairs). Cultural vitality helps attract talent and makes cities interesting, and in particular it also helps the development potential of creative industries that generate more economic wealth.

Social and cultural character in world cities (score)



Source: Economist Intelligence Unit. Hot Spots, Benchmarking Global City Competitiveness 2012

City	Ranking 2012
Zurich	1
Sydney	2
New York	2
Los Angeles	2
Barcelona	5
Madrid	5
London	5
Frankfurt	5
Chicago	5
Berlin	5
Vienna	11
Toronto	11
Paris	11
Miami	11
Dublin	11
Vancouver	16
Prague	16
Montreal	16
Melbourne	16
Amsterdam	16

Source: Economist Intelligence Unit. Hot spots, Benchmarking global city competitiveness 2012

Prices and costs

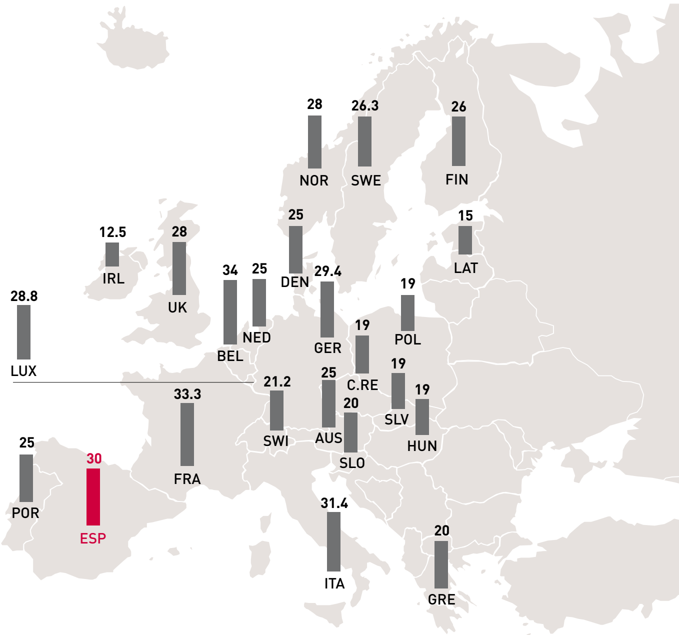
Corporation Tax and VAT in countries around the world in 2011

VAT sees upward trend in Spain

Spain continues to be a country with a high rate of corporation tax relative to benchmark countries and the European Union average. As well, in 2011 Spain rose one position in the top half of the ranking because of Canada´s reduction in its tax rate. This makes Spain's competitive position compared to other countries less favourable in terms of taxation on businesses.

However, with regard to indirect taxation, Spain is among the countries with the lowest overall taxes, despite a rise in 2010. Indeed, despite a context of widespread fiscal tightening in Europe, the Spanish tax rate (18%) has become the third lowest in the EU after Cyprus and Luxembourg. However, from the 1st of September, 2012, a general VAT rate rise from 18% to 21% came into force after the approval of the Spanish government.

Corporate Tax 2010 (%)



Source: KPMG, KPMG's Corporate and Indirect Tax Rate Survey 2011

Country	Base Tax Rate (%)	Corporate Tax Base Rate (%)
Japan	5.0	40.7
United States	---	40.0
Argentina	21.0	35.0
South Africa	14.0	34.6
Belgium	21.0	34.0
France	19.6	33.3
India	12.5	33.2
Italy	21.0	31.4
Australia	10.0	30.0
Spain	18.0	30.0
Tunisia	18.0	30.0
Germany	19.0	29.4
Luxemburg	15.0	28.8
Canada	5.0	28.3
Norway	25.0	28.0
United Kingdom	20.0	28.0
Sweden	25.0	26.3
Finland	23.0	26.0
Austria	20.0	25.0
Denmark	17.0	25.0
Netherlands	25.0	25.0
Portugal	19.0	25.0
China	23.0	25.0
South Korea	10.0	24.2
Israel	16.0	24.0
Switzerland	8.0	21.2
Slovenia	23.0	20.0
Greece	20.0	20.0
Slovakia	20.0	19.0
Hungary	25.0	19.0
Poland	23.0	19.0
Czech Republic	20.0	19.0
Hong Kong	---	16.5
Latvia	22.0	15.0
Ireland	21.0	12.5
Cyprus	15.0	10.0

Note: The original database included 166 countries, however the table only shows a selection of benchmark countries

Source: KPMG, KPMG's Corporate Tax Rate Survey 2011

Cost of living in world cities in 2011

Barcelona becomes cheaper and moves 17 positions down the cost of living rankings

In 2011, Barcelona's position in the cost of living ranking of world cities fell for the third consecutive year, according to an annual survey carried out by *Mercer Human Resource Consulting* from an analysis of 200 basic goods and services in 214 cities around the world. Specifically, Barcelona went from 49th position in 2010 to 66th in 2011, an even larger fall compared to the previous year's, which means it drops out of the 50 most expensive cities ranking. The economic recession has led to a more pronounced reduction in prices in some European cities, such as Barcelona, where its effects are being felt more intensely, and the decline has mainly affected accommodation costs. Furthermore, it should be noted that the ranking is carried out by comparing the cost of life of every city in the world to New York, where the economic recovery is stronger than in Europe and rental prices have begun to rise slightly because of rises in demand.

Inflation in the province of Barcelona has risen to 3.2% on average for the year in 2011 compared to 2% in 2010, following a general trend and mainly due to rising oil prices. Even so, Barcelona has dropped down the ranking for costs of living and therefore has a competitive position among the leading cities in Europe and the world.

Barcelona's ranking

Source: Mercer Human Resource Consulting, Worldwide Cost of Living Survey - city rankings

Ranking 2010	City	Ranking 2011
1	Luanda	1
2	Tokyo	2
3	N'Djamena	3
4	Moscow	4
5	Geneva	5
6	Osaka	6
8	Zurich	7
11	Singapore	8
8	Hong Kong	9
21	Sao Paulo	10
19	Nagoya	11
7	Libreville	12
29	Rio de Janeiro	12
24	Sydney	14
11	Oslo	15
22	Bern	16
10	Copenhagen	17
17	London	18
14	Seoul	19
16	Beijing	20
25	Shanghai	21
33	Melbourne	21
23	Niamey	23
19	Tel Aviv	24
13	Victoria	25
15	Milan	25
17	Paris	27
67	Ouagadougou	28
30	Saint Petersburg	29
60	Perth	30
55	Brisbane	31
27	New York	32
70	Brasília	33
26	Rome	34
74	Canberra	34
28	Vienna	36
38	Noumea	37
38	Guangzhou	38
62	Djibouti	36
76	Stockholm	39
62	Lagos	41
31	Helsinki	42
42	Shenzhen	43
32	Dakar	44
141	Khartoum	44
90	Adelaide	46
47	Prague	47
36	Baku	48
33	Bangui	49
35	Amsterdam	50
49	Barcelona	66

Source: Mercer Human Resource Consulting, World-wide Cost of Living Survey - city rankings 2011

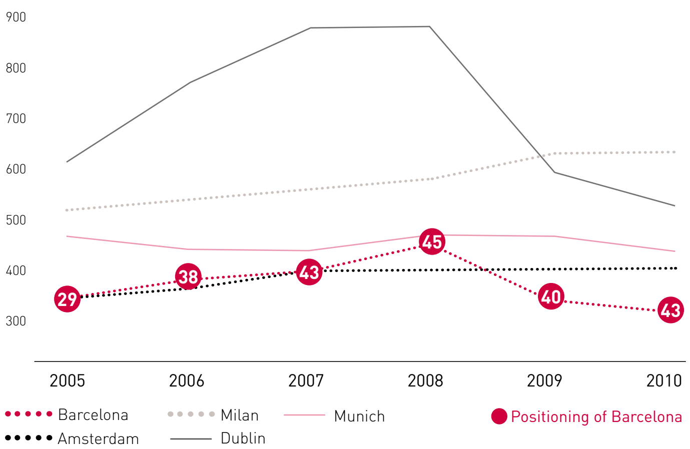
Office rental prices in cities around the world in 2010

Barcelona continues to be more competitive in terms of office rentals

According to the study *Global Market Rents* carried out by *Richard Ellis*, in 2010 the price of office rentals in Barcelona fell again to reach 313 Euros per square metre, less than a third of London´s prices. This decline works out at a reduction of approximately 6%, and this makes Barcelona one of the cities in the 35-strong sample of cities across the world to have experienced the largest drops in office rents. This downward trend was seen in all Spanish cities, especially Valencia where prices have fallen 15.9%, and also in Europe, with particular intensity in cities like Dublin and Lisbon.

The value of affordable office rents means Barcelona remains in the lower half of the ranking of benchmark cities bringing competitiveness with respect to Vienna, Boston, Amsterdam, Munich and Milan. This increase in price competitiveness, together with more quality real estate stock coming onto the market in recent times, has strengthened the appeal of Barcelona for setting up businesses and companies.

Office rental (€/m²)



Source: CB Richard Ellis, Global Market Rents

City	Office rental (€/m²)
Tokyo	1,248.00
Moscow	1,042.88
Munbai	1,032.00
London	984.06
Paris	923.66
Sao Paulo	888.00
Rio de Janeiro	850.00
New Delhi	801.00
Dubai	752.74
Hong Kong	731.00
Geneva	679.61
Zurich	664.68
Luxemburg	652.07
Istanbul	622.09
Milan	620.88
Stockholm	578.17
Seoul	560.00
Frankfurt	554.84
Edinburgh	552.22
Manchester	539.81
New York	526.00
Dublin	524.00
Rome	505.49
Glasgow	502.58
Athens	492.26
Oslo	485.75
Toronto	466.00
Madrid	455.29
Sydney	451.00
Shanghai	439.00
Brussels	436.36
Munich	435.16
Helsinki	425.56
Buenos Aires	421.00
Washington D.C.	419.00
Warsaw	413.33
Amsterdam	400.91
Prague	396.00
Boston	343.00
Copenhagen	332.31
Vienna	331.58
Hamburg	330.32
Barcelona	313.48
Lisbon	303.30
Montreal	303.00
Mexico City	298.00
Berlin	294.00
Santiago, Chile	288.00
San Juan, Puerto Rico	284.00
San Francisco	268.00
Atlanta	178.00

Note: Yearly price includes all occupation costs for offices located in the city center
The original database included 176 cities, however this table shows only a selection of benchmark cities
Source: CB Richard Ellis, Global Market Rents 2010

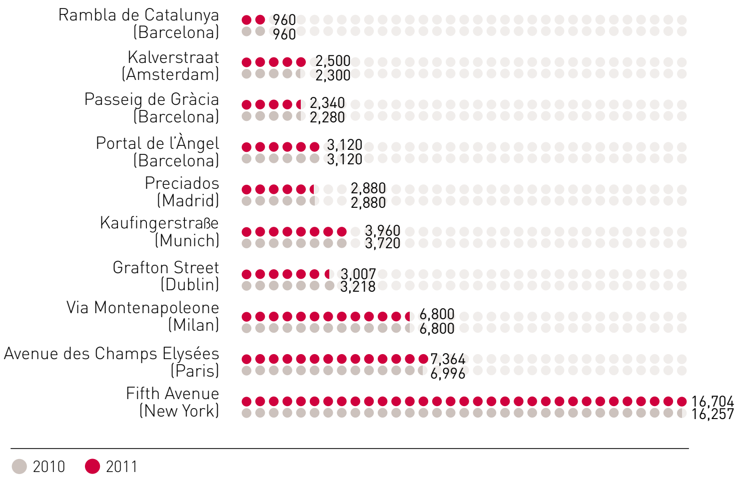
Retail rental prices in world cities in 2011

Barcelona continues to have competitive prices

According to the study *Main Streets Across the World* by consultants *Cushman & Wakefield*, Barcelona continued to be well positioned for attracting retail trade in 2011. Indeed, the rents for retail property down Portal de l'Àngel, the most expensive in the city, were the same as the previous year´s and remained more than 50% lower than rents for the main shopping streets in London, Paris and Rome. Passeig de Gràcia is the only street of the four analysed in Barcelona to see higher rents on commercial premises (2.6% more than in 2010), while rents down Portal de l'Àngel, la Rambla de Catalunya and Diagonal remained stable.

In 2011, rental prices for retail premises increased for cities in South America, Oceania and Asia. In Europe, despite the impact of the overall economic environment on the retail market, rents increased moderately. In contrast, the main U.S. cities saw falls in rents, although Fifth Avenue in New York remains the most expensive location in the sample.

Retail rental prices (€/m²)



Source: Cushman & Wakefield, Main Streets Across the World

City	Street	Retail rental (€/m²)
New York	Fifth Avenue	16,704
Hong Kong	Causeway Bay	14,426
Tokyo	Ginza	7,750
Sidney	Pitt Street Mall	7,384
Paris	Avenue des Champs Elysées	7,364
London	New Bond Street	6,901
Milan	Via Montenapoleone	6,800
Rome	Via Condotti	6,700
Zurich	Bahnhofstrasse	6,553
New York	Madison Avenue	6,288
London	Oxford Street	5,113
Seoul	Myeongdong	4,714
Paris	Rue du Faubourg St Honoré	4,787
Munich	Kaufingerstraße	3,960
São Paulo	Iguatemi Shopping	3,942
Los Angeles	Rodeo Drive (Beverly Hills)	3,712
Melbourne	Bourke Street	3,692
Chicago	North Michigan Avenue	3,341
Vienna	Kärntnerstraße	3,300
Frankfurt	Zeil	3,240
San Francisco	Union Square	3,155
Barcelona	Portal de l'Àngel	3,120
Stuttgart	Königstraße	3,120
Berlin	Tauentzienstraße (south)	3,120
Hamburg	Mönckebergstraße	3,120
Moscow	Tverskaya	3,104
Dublin	Grafton Street	3,007
Madrid	**Preciados**	**2,880**
Beijing	Wanfujing	2,817
Singapore	Orchard Road	2,758
Shanghai	East Nanjing Road	2,580
Madrid	**Serrano**	**2,580**
Amsterdam	Kalverstraat	2,500
Tel Aviv	Ramat Aviv	2,433
Toronto	Bloor Street	2,423
Atenes	Ermou	2,340
Barcelona	Passeig de Gràcia	2,340
Copenhagen	Strøget	2,212
Oslo	Karl Johan Gate	2,057
Prague	Na Prikope/Wenceslas Square	2,040
Istanbul	Abdi Ipekci (European side)	1,931
Helsinki	City Centre	1,920
Kuala Lumpur	Suria KLCC	1,918
Vancouver	Robson Street	1,846
Rotterdam	Lijnbaan	1,800
Brussels	Rue Neuve	1,800
Rio de Janeiro	Rio Sul Shopping	1,748
Edinburgh	Princes Street	1,639
Stockholm	Biblioteksgatan	1,563
Valencia	**Colon**	**1,560**
Birmingham	High Street	1,520
Newcastle	Northumberland Street	1,520
Manchester	Market Square	1,520
Lyon	Rue de la République	1,473
Seville	**Tetuán**	**1,440**
Bilbao	**Gran Via**	**1,440**
Beirut	ABC Centre Achrafieh	1,379
Mumbai	Linking Road, Western Suburban	1,365
Marsella	Rue St Ferréol	1,326
Saragossa	Pl. de la Independencia	1,260
Budapest	Váci utca	1,200
Barcelona	Rambla de Catalunya	960
Lisbon	Chiado	960
Kuwait City	Raya Mall	905
Barcelona	Avinguda Diagonal	660

Note: Yearly price per square meter.
The original database includes 177 cities, however this table shows only a selection of benchmark cities
Source: Cushman & Wakefield, Main Streets Across the World 2011

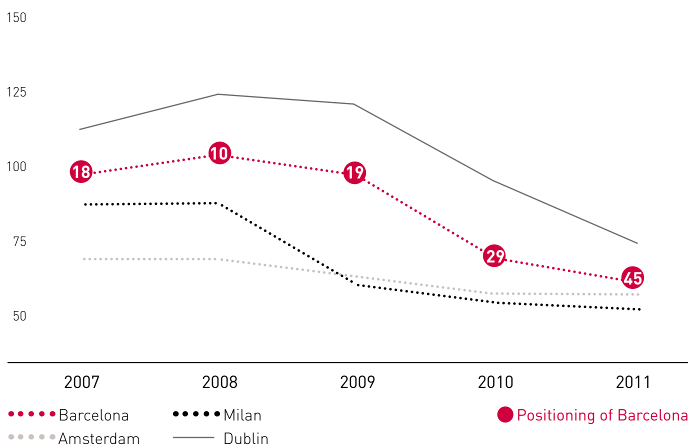
Industrial-land rental prices in European cities in 2011

Prices continue to fall in Barcelona

In 2011, Barcelona became more competitive in terms of industrial land prices, falling 16 places to stand in 45th position in the ranking of world cities analysed, according to the report *Industrial Space Across the World* compiled by *Cushman & Wakefield*. Indeed, a weakening of activity in the sector made the rental price of industrial land fall in Barcelona for the third consecutive year, accumulating a decrease of 42% during this period, which was the most notable reduction across the whole sample along with that of Dublin. As such, the rental price of industrial land in Barcelona stands at 63 Euros per square metre a year, below the prices seen in benchmark cities like London, Berlin, Frankfurt, Munich and Dublin. London Heathrow remains Europe's most expensive industrial site, followed by Geneva, Zurich, Oslo and Stockholm.

The uneven impact of the recession means that the majority of cities in the sample saw rises in the rental price of industrial land last year, while Barcelona´s prices decreased. This means that Barcelona has dropped out of the top half of the most expensive European cities ranking in terms of industrial land rents, which will strengthen its ability to attract industrial investment and the establishment of foreign firms in the upswing.

Highest price of premises over 5,000m² (M/m²/year)



Source: Cushman & Wakefield. Industrial Space Across the World

City	Industrial-land rental price (€/m²/year)
Tokyo	183.49
London - Heathrow	153.88
Geneva	135.95
San Francisco Península	132.86
Zurich	127.95
Singapore	127.02
Oslo	121.79
London - Hammersmith	119.27
Sydney	114.61
Stockholm	110.88
Hong Kong	107.75
London- Gatwick	106.77
Paris	105.00
Ben Gurion International Airport	101.03
Helsinki	96.00
Edinburgh	94.53
Moscow	89.45
Bristol	87.52
Göteborg	85.93
Amsterdam Schiphol Airport	85.00
São Paulo	83.52
Frankfurt	83.40
Malmö	83.16
Rio de Janeiro	82.87
Munich	78.00
Glasgow	75.85
Durban	74.36
Cape Town	74.36
Johannesburg	74.36
Taipei	74.24
Dublín	74.00
Birmingham	72.35
Madrid	**72.00**
Manchester	68.85
Cardiff	68.85
Warsaw	68.40
Copenhagen	67.10
Istanbul	67.08
Newcastle	66.52
Zagreb	66.00
Hamburg	66.00
Düsseldorf	66.00
Stuttgart	63.60
Berlin	63.60
Barcelona	**63.00**
Cologne	63.00
Leeds	62.78
Amsterdam	60.00
Rome	60.00
Athens	54.00
Leipzig	51.00
Sofia	48.00

Note: The original database included 136 cities, however this table only shows a selection of benchmark cities.
Source: Cushman & Wakefield. Industrial Space Across the World 2011

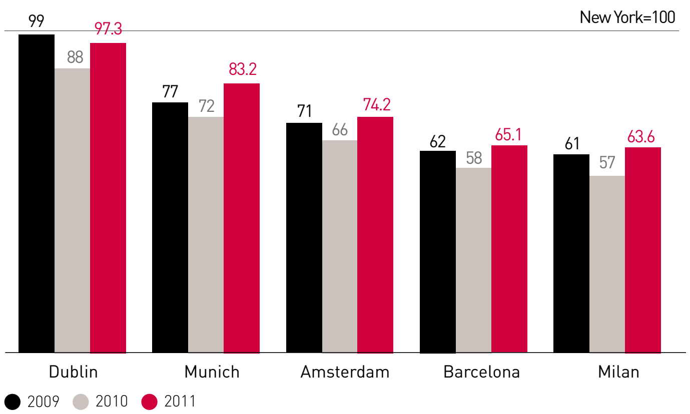
Wage levels in world cities in 2011

Barcelona remains in a mid-table position at the European level

In Barcelona net salaries increased in 2011, the opposite of what happened in 2010, when they fell, according to the report *Prices and Earnings Around the Globe* carried out by UBS. However, this is a general trend and Barcelona rose just one position in the world rankings to stand at 28th in the 72 cities analysed because Auckland dropped one place. At the European level Barcelona ranks 20th. So, Barcelona remains in the mid-table range of the ranking of net wages in European and world cities, above the likes of Milan, Rome and Moscow.

The appreciation of the Euro against the dollar is one of the reasons for the increases in net wages in 2011 in European cities, compared to New York´s levels. In the case of Barcelona, inflation reinforced this trend, but GDP stagnation has had the opposite effect.

Net salary level (Index New York = 100)



Source: Prices & Earnings around the Globe, UBS 2011

Gross Wage (New York=100)	City	Net Wage (New York =100)
144.1	Zurich	149.1
138.8	Geneva	133.8
111.3	Sydney	117.9
95.5	Luxemburg	107.8
116.9	Oslo	104.8
134.8	Copenhagen	100.4
100	New York	100
83	Dublin	97.3
101.9	Stockholm	97.2
91.3	Los Angeles	92.3
80.8	Tokyo	90.6
87.4	Helsinki	89.5
84.2	Montreal	88.5
85.4	Toronto	88.4
79.6	London	84.7
94.5	Munich	83.2
80	Miami	82.7
90.6	Frankfurt	82.5
90.2	Brussels	82.1
77.9	Vienna	79.9
80.6	Chicago	79.3
81.3	Berlin	77.8
72.6	Lyon	75.7
73.6	Paris	75.1
60.7	Nicòsia	74.7
82.7	Amsterdam	74.2
58.3	**Madrid**	**66.6**
58.1	Barcelona	65.1
58.8	Auckland	64.3
66.7	Milan	63.6
41.5	Dubai	57.3
46.8	Tel Aviv	53.6
47.7	Lisbon	52
52.8	Rome	49.8
46.9	Athens	48
42.5	Seoul	45.2
39	Sao Paulo	45.2
37.4	Taipei	44.9
35.2	Hong Kong	44.3
36	Moscow	42.2
35.8	Singapore	41.7
39	Johannesburg	40.5
45.4	Ljubljana	37.7
34.2	Rio de Janeiro	36.3
25.8	Manama	34.2
29	Prague	31.4
28.1	Tallinn	31
27.9	Istanbul	28.9
28	Warsaw	27.8
22.7	Bratislava	25.1
23.6	Budapest	20.4

Note: Gross salary per hour is calculated based on 14 professions. Net salary is calculated after taxes and social security payments.
The original database includes 72 cities, however this table only shows a selection of benchmark cities
Source: Prices & Earnings around the globe 2011. UBS

Labour market and training

Introduction

2011 was a complex year in European labour markets. Indeed, while the year started with signs of a certain amount of dynamism, the European Union and the Euro area suffered from an intensification of the sovereign debt crisis and worsening expectations for the second half of the year. This caused the year to close with a fall in GDP in the last quarter of 2011 and a significant decline in labour market trends: employment levels fell in the second half of the year and the unemployment rate began to increase again as from August.

It´s worth highlighting recent trends shown by employment indicators in Europe have been uneven in terms of their geographic location. Thus, while Germany and Scandinavian countries have seen GDP growth bringing reductions in unemployment levels, in other major economies on the continent (such as in France or Britain) employment levels have remained stable and the poorest performances have been in labour markets in the south of Europe, such as in Spain, suffering from the impact of the sovereign debt crisis and fiscal adjustment processes. In Catalonia, this process has resulted in a further increase in unemployment rates to stand at more than double the European average, and in 2010 employment rates were below the European average for the second time in ten years, with experts predicting a slow recovery of jobs lost during the recession.

Seen against this adverse backdrop, Barcelona's economy has also continued with its labour adjustment process and the destruction of jobs. However, the effect of the economic recession on Barcelona has been more moderate than the wider environment and the city ended the fourth quarter of 2011 with nearly one million Social Security members, an activity rate of 79.6%, which is more than eight points above the European average, and an employment rate that stood at 65.9%, which is above the European average, with a difference in female rates of more than 4 points. The unemployment rate was 17.2% and that is below the averages for Catalonia and Spain.

The so-called Barcelona Growth Commission being promoted by Barcelona City Council boasts measures and proposals to revive the economy, giving a boost to employment services to meet the real needs of companies in terms of human capital and skills, and the needs of people in terms of professional development and growth, and employability, so that this can work through into more jobs filled.

In terms of human capital, Barcelona continues to be a leading city for business training thanks to the fact that it is the only city in Europe with two business schools (IESE and ESADE) in the top twelve on the continent, according to the Financial Times and The Economist Intelligence Unit. Moreover, the percentage of male and female workers in Catalonia with a university education stood at approximately 37% and 41%, respectively in 2010, which are much higher levels than European Union averages. This level of education is one of the factors contributing to the positive assessment of Barcelona´s lofty position in the rankings dealing with human resources, such as those published in the *European Cities Monitor* and the *European Cities and Regions of the Future* (2012-13), which places Barcelona in 12th position and 8th in Europe respectively.

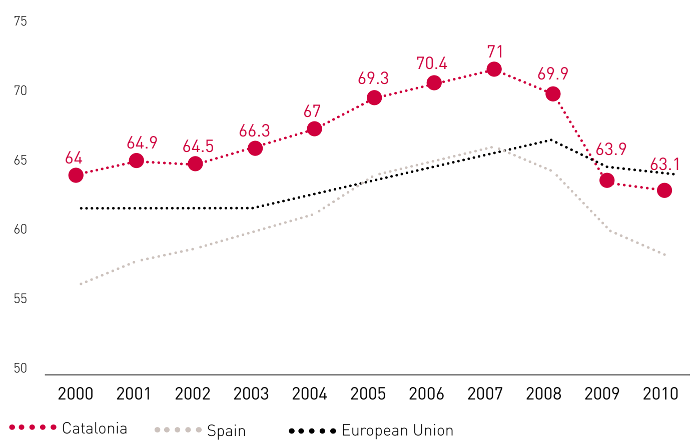
Employment rate in European regions in 2010

The female employment rate stays at European average

The recovery of economic activity in Europe in 2010 did not translate into positive trends in the labour market and the majority of regions on the continent recorded further decreases in employment rates, although slightly less than those experienced in 2009. This change was also seen in Catalonia and Spain, even though their respective employment rates remain amongst the lowest in the table, after experiencing higher than average reductions. Thus, the employment rate in Catalonia was 63.1% in 2010, representing an annual decline of 0.8 percentage points, considerably more moderate than in 2009, but still below the European average for the second consecutive year. Despite this decrease, the rate in Catalonia is still above those of Spain and regions like Dublin, Rome and Brussels. Moreover, in 2010 the female employment rate in Catalonia experienced a slight downward trend to stand at 58.3%, one point above the European average, but still far from levels seen in the leading regions of the continent where this indicator exceeds 70%.

As for Barcelona, the overall employment rate stood at 65.9% in the fourth quarter of 2011, while the female rate reached 63.1%. The drop in this rate during the year was 0.3 points, which was less than in 2010, so this indicator remains above the averages for Spain and Europe.

Employment rate (%)



Source: Eurostat

Female employment rate (%) 2010	Variation 2009/2010 (in p.p)	Region (CITY)	Variation 2009/2010 (p.p.)	Employment rate (%) 2010
74.8	-1.4	Oslo (OSLO)	-0.9	76.8
74.1	-0.5	Stockholm (STOCKHOLM)	-0.1	75.9
71.1	-2.1	North Holland (AMSTERDAM)	-2.5	75.6
70.1	-1.4	Upper Bavaria (MUNICH)	-0.5	75.6
73.7	-1.6	Denmark (COPENHAGEN)	-2.2	75.2
67.7	-2.0	Stuttgart (STUTTGART)	-1.0	73.7
67.6	-2.6	South Holland (ROTTERDAM)	-2.6	73.5
66.6	-0.3	Darmstadt (FRANKFURT)	-0.3	71.9
67.6	-0.2	Hamburg (HAMBURG)	0.0	71.6
62.8	-1.4	Prague (PRAGUE)	-0.2	71.5
69.3	-1.3	Southern Finland (HELSINKI)	-1.0	70.7
67.1	0.7	Eastern Scotland (EDINBURGH)	-0.8	70.3
63.5	-0.9	Vienna (VIENNA)	-0.3	67.8
65.2	-2.0	Sofia (SOFIA)	-2.8	67.6
60.5	0.0	London (LONDON)	0.0	67.5
61.4	-0.7	Dusseldorf (DÜSSELDORF)	-0.4	67.4
64.1	-1.8	Southwest Scotland (GLASGOW)	-2.3	66.1
60.5	-1.2	Greater Manchester (MANCHESTER)	-0.7	66.0
61.5	0.8	Rhone-Alpes (LYON)	1.1	65.9
63.6	0.1	Berlin (BERLIN)	0.4	65.6
61.3	-1.9	Ile de France (PARIS)	-1.4	65.3
58.8	1.1	Basque Country (BILBAO)	1.0	65.2
60.2	-0.1	Community of Madrid (MADRID)	-0.9	65.1
62.7	-1.0	Lisbon (LISBON)	-1.4	65.1
55.8	-0.3	Lombardy (MILAN)	-0.7	65.1
59.1	-0.2	Mazowsze (WARSAW)	-0.4	64.4
58.3	1.1	Bucharest (BUCHAREST)	0.5	64.3
58.2	**-0.3**	**EUROPEAN UNION**	**-0.5**	**64.1**
57.7	1.4	West Midlands (BIRMINGHAM)	2.2	63.6
58.3	**-0.3**	**Catalonia (BARCELONA)**	**-0.8**	**63.1**
56.2	-0.6	Provence-Alpes-Cote d'Azur (MARSEILLE)	-0.1	61.6
60.6	-2.4	Estonia (TALLINN)	-2.5	61.0
56.9	-1.3	Southeast Ireland (DUBLIN)	-1.9	60.9
55.5	-0.6	Central Hungary (BUDAPEST)	-1.3	60.3
50.7	-1.7	Attica (ATHENS)	-2.3	60.2
54.0	**0.0**	**NEW MEMBER STATES ***	**-0.4**	**59.8**
59.4	-1.5	Latvia (RIGA)	-1.6	59.3
49.0	0.4	Lazio (ROMA)	-0.2	59.2
52.3	**-0.5**	**Spain**	**-1.2**	**58.6**
58.7	-2.0	Lithuania (VILNIUS)	-2.3	57.8
50.6	-1.1	Valencia (VALENCIA)	-1.8	56.4
52.8	0.7	Languedoc-Roussillon (MONTPELLIER)	-0.5	55.9
48.7	-0.6	Brussels (BRUSSELS)	-0.3	54.8
23.2	1.5	Ankara (ANKARA)	2.1	44.1
21.5	1.9	Istanbul (ISTANBUL)	2.4	43.9

Note: Active population between 15 and 64 years old
The original database includes 314 regions, however this table only shows a selection of benchmark regions
*Not including Bulgaria and Romania
Source: Eurostat

Unemployment rate in European regions in 2010

The unemployment rate in Catalonia is still far from the EU average

Improvements in the economic situation in 2010 did not lead to a general decrease in unemployment rates in European regions, but rather a more moderate rate of increase of seven decimal points across the whole EU compared to 2009. A difficult labour market environment continues to affect Spain and Catalonia with considerable impact, despite a lower rate of growth in unemployment than the previous year, the gap with the European average is growing.

Thus, the average annual unemployment rate in 2010 in Catalonia reached 17.8%, representing an increase of 1.6 percentage points on the previous year, meaning that the gap with the European average (9.6%) and other benchmark regions is widening, although it was still below the Spanish average (20.1%). Meanwhile, the female unemployment rate stood at 16.7% in 2010, 1.5 percentage points above 2009´s results. It is worth noting that in Catalonia the unemployment rate for women is lower than that of men, while the European average is identical for both sexes.

In Barcelona, the fourth quarter of 2011 saw the overall unemployment rate standing at 17.2% with the female rate being 16.2%, after a record increase of 1 and 3.3 percentage points respectively compared to the same period for the previous year. These unemployment rates for Barcelona are still below the averages of Catalonia and Spain.

Unemployment rate (%)

Source: Eurostat

Female unemployment rate (%)	Region (CITY)	Unemployment rate (%)
3.3	Upper Bavaria (MUNICH)	3.6
4.1	Prague (PRAGUE)	3.7
3.3	Oslo (OSLO)	4.0
4.2	Nord Holland (AMSTERDAM)	4.2
4.0	Bucharest (BUCHAREST)	4.6
4.9	Stuttgart (STUTTGART)	5.0
5.2	South Holland (ROTTERDAM)	5.0
6.5	Lombardy (MILAN)	5.6
5.3	Darmstadt (FRANKFURT)	5.8
6.4	Sofia (SOFIA)	6.8
7.3	Hamburg (HAMBURG)	7.1
6.5	Stockholm (STOCKHOLM)	7.1
6.4	Vienna (VIENNA)	7.3
7.0	Southern Finland (HELSINKI)	7.4
7.2	Wazowieckie (WARSAW)	7.4
6.6	Düsseldorf (DÜSSELDORF)	7.7
6.9	Eastern Scotland (EDINBURGH)	7.7
7.2	Denmark (COPENHAGUEN)	7.8
9.3	Rhône-Alpes (LYON)	8.5
7.9	Greater Manchester (MANCHESTER)	8.6
8.4	Ille de France (PARIS)	8.9
9.0	Central Hungary (BUDAPEST)	8.9
8.9	London (LONDON)	9.0
10.6	Lazio (ROME)	9.3
9.6	**EUROPEAN UNION**	**9.6**
10.6	**NEW MEMBER STATES***	**9.7**
7.9	Southwest Scotland (GLASGOW)	10.1
11.0	Provence-Alps-Cote Azur (MARSEILLE)	10.2
11.1	Basque Country (BILBAO)	10.5
14.1	Ankara (ANKARA)	10.7
9.4	West Midlands (BIRMINGHAM)	10.9
11.3	Lisbon (LISBON)	11.3
14.3	Attica (ATHENS)	12.3
11.5	Berlin (BERLIN)	13.2
9.4	Southeast Irealand (DUBLIN)	13.3
16.5	Istanbul (ISTANBUL)	13.5
12.7	Languedoc -Roussillon (MONTPELLIER)	14.4
16.3	Community of Madrid (MADRID)	16.1
14.3	Estonia (TALLINN)	16.9
17.9	Brussels (BRUSSELS)	17.3
16.7	**Catalonia (BARCELONA)**	**17.8**
14.4	Lithuania (VÍLNIUS)	17.8
15.7	Latvia (RIGA)	18.7
20.5	**Spain**	**20.1**
23.2	Community of Valencia (VALENCIA)	23.3

Note: Population over 15 years old
The original database includes 314 regions, however this table only shows a selection of benchmark regions
*Not including Bulgaria and Romania
Source: Eurostat

Workers with tertiary education in European regions in 2010

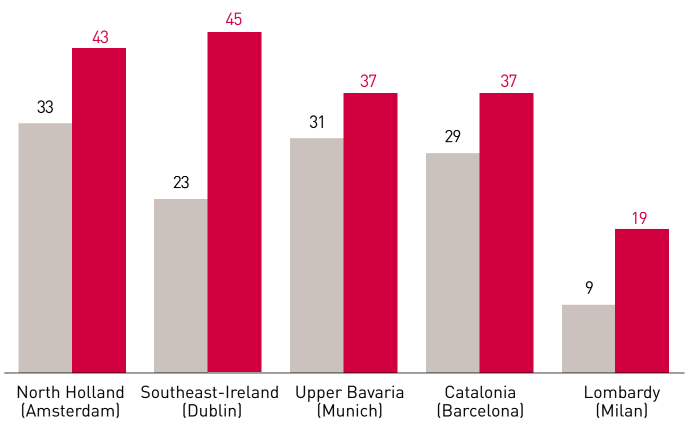
The percentage of Catalan workers with university level studies rises

According to Eurostat, 36.9% of workers in Catalonia had a university education in 2010, the same as the previous year. This indicator is clearly above the average for the European Union (30.7%) and higher than benchmark regions like Manchester, Frankfurt and Lyon, although slightly below the Spanish average (37.8%).

The percentage of workers with a university education in Catalonia was again higher than the EU average, standing at 41.4% after growth of 0.7 percentage points compared to 2009. This indicator is slightly lower than the Spanish average (42.7%), but still clearly above the European Union average (33.7%) and higher than regions like those of Denmark, Frankfurt and Lyon.

These results show the progression of higher education in Catalonia in recent years, although further work is needed to bring the level of education of the labour force in Catalonia up to the levels of those found in the northern regions of Europe.

Workers with tertiary education(% of total workers)



Source: Eurostat

Female worker with tertiary education (% o total)	Region (CITY)	Total workers with tertiary education (% of total)
57.27%	Brussels (BRUSSELS)	52.36%
54.93%	London (LONDON)	52.24%
54.72%	Basque Country (BILBAO)	51.53%
49.82%	Community of Madrid (MADRID)	47.00%
50.98%	Southeast Irealand (DUBLIN)	45.41%
50.69%	Stockholm (STOCKHOLM)	44.98%
46.62%	Ille de France (PARIS)	44.57%
46.62%	Eastern Scotland (EDINBURGH)	43.61%
43.78%	Nord Holland (AMSTERDAM)	42.91%
43.88%	Berlin (BERLIN)	42.25%
48.08%	Lithuania (VÍLNIUS)	41.21%
44.36%	Southwest Scotland (GLASGOW)	40.25%
45.65%	Wazowieckie (WARSAW)	38.59%
42.74%	**Spain**	**37.81%**
45.00%	Sofia (SOFIA)	37.53%
47.02%	Southern Finland (HELSINKI)	37.13%
31.90%	Upper Bavaria (MUNICH)	36.99%
41.44%	Catalonia (BARCELONA)	36.92%
40.88%	Denmark (COPENHAGUEN)	36.87%
39.25%	Greater Manchester (MANCHESTER)	36.49%
35.22%	Prague (PRAGUE)	36.37%
36.29%	South Holland (ROTTERDAM)	36.11%
39.82%	Attica (ATHENS)	36.03%
36.72%	Bucharest (BUCHAREST)	35.13%
53.44%	Ankara (ANKARA)	34.89%
38.85%	Community of Valencia (VALENCIA)	34.24%
30.69%	Darmstadt (FRANKFURT)	34.20%
37.24%	Central Hungary (BUDAPEST)	34.05%
26.61%	Stuttgart (STUTTGART)	33.58%
35.48%	Rhône-Alpes (LYON)	33.38%
38.83%	Lethonia (RIGA)	32.02%
35.91%	Provence-Alps-Cote Azur (MARSEILLE)	31.95%
33.30%	West Midlands (BIRMINGHAM)	31.26%
31.19%	Vienna (VIENNA)	31.21%
33.67%	**EUROPEAN UNION**	**30.67%**
35.02%	Languedoc -Roussillon (MONTPELLIER)	30.54%
32.78%	**NEW MEMBER STATES***	**27.13%**
23.71%	Düsseldorf (DÜSSELDORF)	27.12%
31.61%	Lisbon (LISBON)	26.85%
27.00%	Lazio (ROME)	22.68%
37.90%	Istanbul (ISTANBUL)	21.14%
22.92%	Lombardy (MILAN)	18.64%

Note: % between 25 and 64 years old with university degree
The original database includes 314 regions, however this table only shows a selection of benchmark regions
*Not including Bulgaria and Romania
Source: Eurostat

Best Business Schools in Europe in 2012

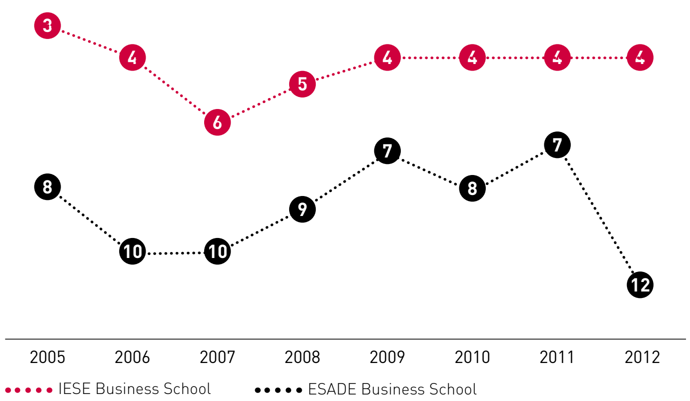
Barcelona is a European benchmark for business training

Two of Barcelona´s business schools, IESE and ESADE, are ranked 4th and 12th in the European Top 100 full-time MBA programmes, according to a 2012 ranking by the prestigious Financial Times, now in its 12th year. Compared to 2011´s ranking, IESE has maintained its position both internationally (9th) and in Europe (4th). However, ESADE has fallen twelve places at the worldwide level (33th) and five in the European ranking (12th), having been overtaken by four British schools. Despite the progress of schools in the United Kingdom, Barcelona is the only city in Europe with two institutions in the top twelve best business schools on the continent.

Moreover, according to the ranking *Which MBA?*, carried out annually by the Economist Intelligence Unit, IESE was in second place in Europe and tenth in the world, while ESADE occupied fifth place in Europe and seventeenth position worldwide in 2011.

These indicators show that Barcelona has a cluster of excellent business schools that can compete internationally and that make the city a benchmark centre for business training.

Position in the European ranking



Source: Financial Times

European ranking 2012	Business School	City	World ranking 2012
1	London Business School	London	4
2	Insead	Fontainebleau	6
3	IE Business School	Madrid	8
4	**Iese Business School**	**Barcelona**	**9**
5	IMD	Lausanne	13
6	HEC Paris	Paris	18
7	University of Oxford: Saïd	Oxford	20
8	University of Cambridge: Judge	Cambridge	26
9	Warwick Business School	Coventry	27
10	Rotterdam School of Management, Erasmus University	Rotterdam	30
11	Manchester Business School	Manchester	31
12	**Esade Business School**	**Barcelona**	**33**
13	Cranfield School of Management	Cranfield	36
14	City University: Cass	London	38
15	SDA Bocconi	Milan	42
16	Imperial College Business School	London	46
17	Hult International Business School	London	65
18	Vlerick Leuven Gent Management School	Gant	70
19	Lancaster University Management School	Lancaster	71
20	University of Edinburgh Business School	Edinburgh	83
21	Birmingham Business School	Birmingham	86
21	University College Dublin: Smurfit	Dublin	86
23	University of St Gallen	St Gallen	93
24	Durham Business School	Durham	94
25	Bradford School of Management/TiasNimbas Business	Bradford	95

Source: Financial Times

Synthesis

Given the context of economic and financial recession in the Euro area which worsened as from the summer of 2011, Barcelona has managed to maintain a good position internationally and at the European level in the economic and business areas. However, the future poses highly complex challenges to the city's competitive position in an environment characterized by unfavourable forecasts in the short term, yet at the same time offering new strategic opportunities.

So, Barcelona continues to be placed among the leading cities of Europe for business. On the one hand, it was the sixth most preferred city of European executives to locate their businesses and the third top city for hosting international meetings in 2011, down one position in relation to 2010 on both these indicators. At the same time, the city is the second most preferred urban area for shopping by foreign tourists, only below London, and yet very close to reaching this city, too. In addition, Barcelona improved its rate of entrepreneurial activity in 2011 to stand at 7%, the first increase in this indicator in five years, according to the latest report by the *Global Entrepreneurship Monitor*.

As well, business prospects for 2012 related to exports from Catalonia as a whole are favourable, and these are among the most positive of the main benchmark regions. This fact shows the capacity and competitiveness of companies in Catalonia and Barcelona to go abroad in search of a solution to the weaknesses seen in domestic demand. However, the indicator showing the number of foreign investment projects had a bumpy ride, causing Catalonia to fall from 6th position in 2009 to 12th in 2010. Even so, it´s worth remembering that in 2010 gross foreign investment in Catalonia reached 4,012 million Euros (the highest volume in the data series) and in 2011 Barcelona was the third top European urban area in terms of reception of international investment, according to the *2012 European Attractiveness Survey* by Ernst and Young.

In the area of knowledge and technology, it is also noteworthy that Barcelona climbed five positions in terms of scientific production in the world, rising from 17th spot in 2010 to 12th place in 2011, and it was also in 5th place in Europe. Moreover, Catalonia improved its position in terms of the number of employees in high and mid-to-high technology manufacturing to become Europe´s fourth top region in 2010, while maintaining 7th place in Europe regarding employees in knowledge-intensive high-technology services, and 5th place for employment in science and technology. However, the number of applications for PCT patents in the Barcelona area dropped, although there was a fairly widespread decline in this indicator in many benchmark provinces.

Tourism remains one of the central aspects of the economy in Barcelona: the city climbed positions in Europe in terms of number of passengers at the airport, with a rise from 10th spot in 2010 to 9th place in 2011, and it maintained its position as the continent´s leader in cruise passengers in 2011 (for the tenth year in a row), and maintained its 16th position at the global level and 4th place in Europe in terms of international tourist arrivals in 2010, notably for the second year in a row.

Barcelona knows how to combine its fine standing as a business city, whilst still promoting sustainability and the environment in the business framework. This is shown by the number of EMAS certifications, with the Barcelona province holding a leading position in Europe, ahead of some benchmark pro-environmental countries such as Finland, Sweden and Norway. At the same time, 2011 saw Barcelona remaining in first position among European cities in terms of quality of life for workers, a position it has held for 14 years. It was also ranked 6th best in Europe for the third consecutive year in terms of its internal transport. It is worth highlighting that this report has included a new qualitative indicator called social and cultural character, thanks to an Economist Intelligence Unit measure of the impact of factors that can make a city stimulating, such as freedom of speech and human rights, openness and diversity, security and cultural life, and which saw Barcelona coming 5th in the global index.

As for prices, Barcelona improved or maintained its competitiveness compared to benchmark cities as a result of weak demand. Specifically, in relative terms Barcelona´s costs of living got cheaper, which took it from 49th position in the world ranking in 2010 to 66th spot in 2011, down for the third consecutive year, while the price of rents for industrial land also fell relatively, taking it from 29th to 45th place in the worldwide ranking.

Also, the city experienced a more stable trend in retail rentals. In terms of wage levels, Barcelona is still in a mid-table position at the global level. On the other hand, it is worth mentioning that Barcelona is in a poorer position than other European cities in relation to corporation tax, something which makes it less competitive. Regarding this indicator, in 2011 Spain strengthened its position vis-à-vis other European countries with a higher general rate, with the addition of a rise in VAT from 18% to 21%, which took effect as from September 1st, 2012.

University education remains one of the city´s strongest points, while the number of workers with a university education compared to total workers is higher in Catalonia than other benchmark areas like Manchester, Frankfurt and Lyon. While in the field of business training, Barcelona remains the only city with two teaching institutions (IESE and ESADE) amongst the top 12 business schools in Europe, which is a highly significant asset for attracting top-level talent.

The lack of a strong recovery in economic activity in our country means job destruction continues and the unemployment rate continues to rise. Although employment rates are more favourable in Barcelona than some European areas, it´s worth emphasizing again the importance these socio-economic indicators and their impact on social cohesion and human capital.

The special report on the business climate in the Metropolitan Area of Barcelona examines business trends in 2011, showing a worsening of business performance in the second half of the year, due to an intensification of the sovereign debt crisis in the Euro zone. This deterioration is happening mainly in industry manufacturing and business services, while the construction business is suffering even more from what is a difficult situation. On the other hand, the hotel industry is improving, and in fact it is the only sector that qualifies the business outlook as "favourable". As such, estimates show the overall turnover of the Metropolitan Area of Barcelona fell 7.4% in nominal terms in 2011, while the hotel sector grew 3%. Given this complex context, the recent announcement by GSMA making Barcelona the capital of mobile telephony until 2018 represents a strategic opportunity that can spur the knowledge economy and the creation of a world-leading cluster in the mobile sector that will position the city as an international benchmark in the field of technology and an optimal platform for globalising successful solutions.

	Best cities for business, 2011	Entrepreneurial activity rate, 2011[1,3]	Perspectives business exports, 2012[1,2]	Foreign investment projects, 2010[2]	Best European cities for shopping, 2011	Organization international meetings, 2011	Employees in high and mid-to-high technology manufacturing, 2010[1,2]	Employees in Sciencie and technology, 2010[1,2]	PCT patent applications, 2009[1,2]	Scientific production, 2011
1	London	China	Lisbon	London	London	Vienna	Stuttgart	Paris	Tokyo	Beijing
2	Paris	Argentina	Community of Valencia	Paris	**Barcelona**	Paris	Milan	London	San Jose	London
3	Frankfurt	Brazil	Istanbul	Lyon	Madrid	**Barcelona**	Munich	Madrid	New York	Tokyo
4	Amsterdam	Slovakia	Athens	Dusseldorf	Paris	Berlin	**Barcelona**	Warsaw	Boston	Seoul
5	Berlin	United States	**Barcelona**	Madrid	Rome	Singapore	Paris	**Barcelona**	Seoul	Paris
6	**Barcelona**	Latvia	Bilbao	Frankfurt	Berlin	Madrid	Istanbul	Milan	Osaka	Boston
7	Madrid	Poland	Tallinn	Moscow	Lisbon	London	Düsseldorf	Lyon	Los Angeles	New York
8	Brussels	Netherlands	Warsaw	Dublin	Amsterdam	Amsterdam	Frankfurt	Munich	Chicago	Shanghai
9	Munich	Greece	Copenhagen	Milan	Prague	Istanbul	Lyon	Sofia	Houston	Moscow
10	Zurich	UK	Paris	Antwerp	Budapest	Beijing	Madrid	Berlin	Stuttgart	Madrid
11	Geneva	**Barcelona**	Frankfurt	Munich	Milan	Budapest	Berlin	Stuttgart	Munich	Los Angeles
12	Milan	Switzerland	Stockholm	**Barcelona**	Vienna	Lisbon	Rotterdam	Istanbul	Seattle	**Barcelona**
13	Stockholm	Finland	Amsterdam	Stockholm	Istanbul	Seoul	Bilbao	Athens	Stockholm	Baltimore
14	Düsseldorf	Hungary	Milan	Amsterdam	Dublin	Copenhagen	Helsinki	Düsseldorf	...	Toronto
15	Hamburg	Belgium	Rotterdam	Cologne	Brussels	Prague	Rome	Marseille	**23 Barcelona**	Rome

1 The ranking refers to a sample selection
2 The ranking refers to regions or provinces
3 The ranking refers to countries

	Airport passengers, 2011	International tourists, 2010	Cruise passengers, 2010	EMAS certification, 2011[3]	Quality of life for workers, 2011	Best cities for internal transport, 2011	Social and cultural character, 2012	Corporate Tax, 2011[1,3]	Cost of life, 2011[1]
1	London Heathrow (LHR)	Hong Kong	**Barcelona**	Germany	**Barcelona**	London	Zurich	Japan	Luanda
2	Paris Roissy (CDG)	Singapore	Rome	Spain	Stockholm	Paris	Sydney	United States	Tokyo
3	Frankfurt (FRA)	London	Venice	Italy	Zurich	Berlin	New York	Argentina	N'Djamena
4	Amsterdam (AMS)	Macau	Palma Mallorca	Austria	Geneva	Stockholm	Los Angeles	South Africa	Moscow
5	Madrid (MAD)	Bangkok	Athens	Sweden	Madrid	Madrid	**Barcelona**	Belgium	Geneva
6	Munich (ZHR)	Antalya	Southampton	**Barcelona**	Munich	**Barcelona**	Madrid	France	Osaka
7	Rome-Fiumicino (FCO)	Kuala Lumpur	Genoa	Denmark	Copenhagen	Munich	London	India	Zurich
8	Istanbul (IST)	New York	Copenhagen	Portugal	Vienna	Manchester	Frankfurt	Italy	Singapore
9	**Barcelona (BCN)**	Paris	Savona	UK	Paris	Zurich	Chicago	Australia	Hong Kong
10	London Gatwick (LGW)	Istanbul	Kiel	Greece	London	Leeds	Berlin	**Barcelona**	Sao Paulo
11	Paris Orly (ORY)	Dubai	Dover	Belgium	Oslo	Frankfurt	Vienna	Tunisia	Nagoya
12	Moscow Domodedovo (DME)	Mecca	Hamburg	Poland	Edinburgh	Geneva	Toronto	Germany	Libreville
13	Antalya (AYT)	Miami	Amsterdam	France	Amsterdam	Amsterdam	Paris	Luxembourg	Rio de Janeiro
14	Zurich (ZHR)	...	Bremerhaven	Czech Republic	Brussels	Copenhagen	Miami	Canada	...
15	Palma de Mallorca (PMI)	**16 Barcelona**	Harwich	Norway	Hamburg	Lyon	Dublin	Norway	**66 Barcelona**

1 The ranking refers to a sample selection
2 The ranking refers to regions or provinces
3 The ranking refers to countries
4 Ranking from lowest to highest value

	Office rentals 2010[1,2]	Retail rentals, 2011[1]	Industrial-land rental prices, 2011[1]	Salary levels, 2011[1]	Employment rate, 2010[1,2]	Unemployment rate, 2010[1,2,4]	Workers with university studies, 2010[1,2]	Business Schools, 2012
1	Tokyo	New York - Fifth Avenue	Tokyo	Zurich	Oslo	Munich	Brussels	London - London Business School
2	Moscow	Hong Kong - Causeway Bay	London -Heathrow	Geneva	Stockholm	Prague	London	Fontainebleau - Insead
3	Mumbai	Tokyo - Ginza	Geneva	Sydney	Amsterdam	Oslo	Bilbao	Madrid - IE Business School
4	London	Sydney - Pitt Street Mall	San Francisco Peninsula	Luxembourg	Munich	Amsterdam	Madrid	**Barcelona - Iese Business School**
5	Paris	Paris - Avenue des Champs Elysées	Zurich	Oslo	Copenhagen	Bucharest	Dublin	Lausana - IMD
6	Sao Paulo	London - New Bond Street	Singapore	Copenhagen	Stuttgart	Rotterdam	Stockholm	París - HEC París
7	Rio de Janeiro	Milan - Via Montenapoleone	Oslo	New York	Rotterdam	Suttgart	Paris	Oxford - University of Oxford: Saïd
8	New Delhi	Rome - Via Condotti	London - Hammersmith	Dublin	Frankfurt	Milan	Edinburgh	Cambridge - University of Cambridge: Judge
9	Dubai	Zurich - Bahnhofstrasse	Sydney	Stockholm	Hamburg	Frankfurt	Amsterdam	Coventry - Warwick Business School
10	Hong Kong	New York - Madison Avenue	Stockholm	Los Angeles	Prague	Sofia	Berlin	Rotterdam - Rotterdam School of Management, Erasmus University
11	Geneva	London - Oxford Street	Hong Kong	Tokyo	Helsinki	Stockholm	Vilnius	Manchester - Manchester Business School
12	Zurich	Seoul - Myeongdong	London - Gatwick	Helsinki	Edinburgh	Hamburg	Glasgow	**Barcelona - Esade Business School**
13	Luxembourg	...	París	Montreal	Vienna	Vienna	Warsaw	Cranfield - Cranfield School of Management
14	...	**22 Barcelona - Portal de l'Àngel**	...	...	...	...	...	London - City University: Cass
15	**43 Barcelona**	**37 Barcelona - Passeig de Gràcia**	**45 Barcelona**	**28 Barcelona**	**30 Barcelona**	**41 Barcelona**	**18 Barcelona**	Milan - SDA Bocconi

1 The ranking refers to a sample selection
2 The ranking refers to regions or provinces
3 The ranking refers to countries
4 Ranking from lowest to highest value

Special report

THE BUSINESS CLIMATE IN THE METROPOLITAN AREA OF BARCELONA 2011

Barcelona Chamber of Commerce's
Economic and Infrastructure Studies Department

Index

Executive Summary

- Poorer performance of businesses in the Metropolitan Area of Barcelona (AMB) in 2011, occurring in the second half of the year because of rising tensions over the European public debt crisis.
- The evolution of business performance in the Metropolitan Area of Barcelona is explained mainly by a deterioration in turnover trends, which has also affected employment.
- In terms of sectors, the decline has been felt strongest in industrial manufacturing and business services, after a slight improvement registered by both in 2010. But the construction business continues to be in the worst position.
- The hotel sector is the only one that has improved and describes its business progress as "good" in 2011.
- The drop in sales in the metropolitan area intensified, reaching 7.4% in nominal terms in 2011, which was a generalized result, except for hotels, where turnover grew almost 3%.
- Sales prices have continued downward.
- Investment is yet to show signs of recovery, as in the previous two years.
- Weak demand continued to be the limiting factor preventing good business performance in 2011, and this fact has gained in importance.
- An increase in the costs of production has also gained relevance in terms of limiting business performance, especially in industry due to rising oil prices.
- Increased competition and financing difficulties (second and third limiting factors) remain significant but stable levels in the Metropolitan Area of Barcelona.
- Increasing tends in financing difficulties, especially in the hotels and business services sector in 2011.

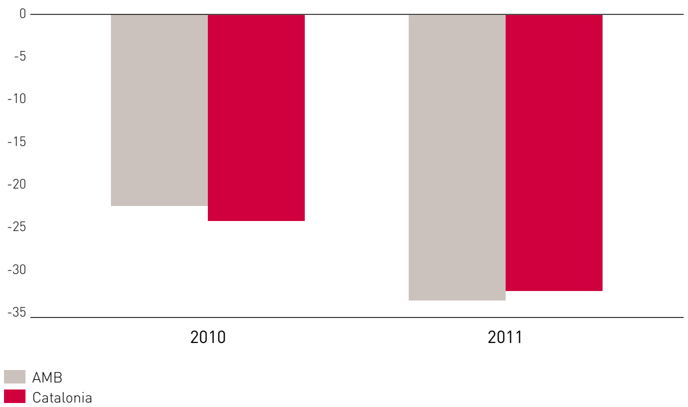
1. Situation and business climate trends.

2011 was marked by a new fall in business activity in the Metropolitan Area of Barcelona (AMB), after a slight recovery in 2010.

Thus, the performance of businesses in the region was worse in 2011 than 2010. And trends in turnover also worsened compared to the previous year, which was a result that was also seen across the whole of Catalonia.

This result has been generalized to all sectors, as analyzed in the *Survey on Business Climate*, except in the hotel sector, which recorded an improvement with positive balances for both the performance of businesses and for turnover in 2011.

Figure 1.1. Trends in business performance in the economy. Situation 2010-2011.
Comparison with Catalonia
Amounts[1] in per cent



Source: Cambra de Comerç de Barcelona i Idescat

[1] The balance is the difference between the percentage of companies indicating that business performance has been good and the percentage of companies indicating that it has been bad.

The performance of businesses in the metropolitan region can be described as poor in 2011, given the fact the percentage of survey respondents indicating their business performance results were poor was much higher than those indicating good business performance: 44% versus 11%, respectively. These percentages are similar to those recorded for the whole of Catalonia (43% and 12%, respectively).

Table 1.1 Business climate in the economy.
Comparison between Catalonia and Spain

Overall economy	AMB	Catalonia	Spain
Situation in 2011			
Business performance	**Dolenta**	**Dolenta**	---
Trend comparison 2011 to 2010			
Sales turnover	●↓	●↓	●↑
Sales prices	●↑	●↓	●↑
Number of employees	●↓	●↓	●↑
Investments	●↑	●→	●↑

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

●↑ **Positive and an improvement** on the previous year
●↓ **Positive and worse** than last year
●→ **Positive and unchanged** compared to previous year
●↑ **Negative and an improvement** on the previous year
●↓ **Negative and worse** than last year
●← **Negative and unchanged** compared to previous year

[2] The result for the overall economy is the aggregation of results for the manufacturing industry, construction, retail trade, hotels and business services, which account for 46% of the economy in the metropolitan area (in terms of members at the Social Security).

In addition, there was a deterioration in the performance of businesses in the metropolitan area in 2011 with an increasing percentage of respondents indicating poor business performance compared to 2010 (which stood at 39%), while the percentage of companies indicating that business performance was good declined (in 2010, this was 16%).

This decline in the Metropolitan Area of Barcelona is explained mainly by the deterioration in turnover trends, which also affected employment. In this context, sales prices have continued to fall and investment did not show signs of recovery in 2011, which was the same case as the previous two years.

It is worth noting that turnover results for the whole of Spain were more negative than those in the Metropolitan Area of Barcelona (AMB) in 2011, and the percentage of responses across all Spain indicating a decrease in turnover was 48%, whilst those indicating an increase in turnover was 17%, whereas for the Metropolitan Area of Barcelona these percentages were 43% and 19%, respectively.

Results by sector

The deterioration in business performance in the Metropolitan Area of Barcelona in 2011 was widespread across all sectors analyzed in the Business Climate Survey, which was carried out by Barcelona´s Chamber of Commerce and Idescat, although with the exception of the hotel sector, which improved significantly on 2011. The decline was strongest in the manufacturing and business services sectors, after slight improvements in both registered in 2010.

The decline seen in **manufacturing industry** came in the second half of 2011, when the debt crisis in Europe intensified and worldwide demand

and trade slowed. Thus, turnover trends were slightly positive in the first half of 2011, after which they fell again. So, while 2010 ended with a positive balance (the percentage of employers who had noted an increase in turnover exceeded those that had experienced a fall), in 2011 the balance was again slightly negative with 28% of survey responses having seen an increase in sales revenues, as opposed to 40% having seen a reduction in turnover. However, this overall balance in the Metropolitan Area of Barcelona was less negative than in the rest of Spain (where the difference between positive and negative answers was -29% versus -12% in metropolitan Barcelona). The slowdown in global trade impacted on industrial **export** trends with a positive balance recorded in 2011, albeit smaller than in 2010. The percentage of positive survey answers indicating export growth remained at 25%, but the amount of negative responses increased slightly from 16% in 2010 to 19% in 2011.

Sales prices continued to show a slightly negative balance in 2011 (although this was more negative in the construction and business services sectors). It is worth noting that before the summer, industry sales prices had been showing a slightly positive balance. So the slowdown in demand and the consequent decline in activity in the second half of the year were the reasons why sales prices trends changed and closed 2011 with a negative balance. In the case of **employment**, the fall in the trend line began to be very noticeable as 2011 progressed, with the first quarter recovering a positive balance, which could have marked a change in the trend line, but this did not materialize over the following quarters and the overall balance became progressively worse as time went on. Investment followed a similar trend: it started with a positive outlook and signs of an incipient recovery in the second and third quarter of 2011, which faded away in the fourth quarter, although the overall yearly average was slightly positive. However, it is worth mentioning that despite an overall worsening, the trend in industrial investment in the Metropolitan Area of Barcelona was better than the rest of Spain.

The trend line for the **construction** sector in Barcelona´s metropolitan area also worsened in 2011, but more moderately than other sectors because it was already in a poorer position in 2010. As such, **turnover** continued to fall with 45% of survey respondents indicating revenue declines in 2011, compared to only 7% indicating an increase. Compared to 2010, the percentage of positive responses fell while the number of negative ones remained stable. In this sector, just as in the industrial one, there was a deterioration in the second half of the year as a result of a worsening in the general economic situation in Europe and worldwide. However, in 2011 the construction sector was affected by a sharp fall in public works in Catalonia in general, and in particular in the Metropolitan Area of Barcelona. Sales **prices** continued to fall in 2011 and the decline in employment was accentuated, mainly, because the number of survey responses suggesting declines went from 29% in 2010 to 40% in 2011. **Investment** trends also worsened as we moved through the quarters, while the average for 2011 closed with a negative balance that was very similar to the previous year´s.

Table 1.2. Business climate in the manufacturing industry.
Comparison between Catalonia and Spain

Manufacturing industry	AMB	Catalonia	Spain
Situation in 2011			
Business performance	Poor	Poor	---
Trend comparison 2011 to 2010			
Sales turnover	🔴↓	🔴↓	🔴↓
Exports	●↓	●↓	●→
Sales prices	🔴↑	🔴↑	🔴↑
Number of employees	🔴↑	🔴←	🔴↓
Investments	●↑	🔴↑	🔴↑

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

Table 1.3. Business climate in the construction sector.
Comparison between Catalonia and Spain

Construction	AMB	Catalonia	Spain
Situation in 2011			
Business performance	Poor	Poor	---
Trend comparison 2011 to 2010			
Sales turnover	🔴↓	🔴↓	🔴↓
Sales prices	🔴↑	🔴→	🔴↑
Number of employees	🔴↓	🔴↓	🔴↓
Investments	🔴↑	🔴↑	🔴↑

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

Table 1.4. Business climate in retailing.
Comparison between Catalonia and Spain

Retail	AMB	Catalonia	Spain
Situation in 2011			
Business performance	Poor	Poor	---
Trend comparison 2011 to 2010			
Sales turnover	🔴↓	🔴↓	🔴↑
Sales prices	🔴↑	🔴↓	🔴↑
Number of employees	🔴↓	🔴↓	🔴↑
Investments	🔴↑	🔴↓	🔴←

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

●↑ **Positive and an improvement** on the previous year
●↓ **Positive and worse** than last year
●→ **Positive and unchanged** compared to previous year
🔴↑ **Negative and an improvement** on the previous year
🔴↓ **Negative and worse** than last year
🔴← **Negative and unchanged** compared to previous year

Table 1.5. Business climate in the hotel industry.
Comparison between Catalonia and Spain

Hotel sector	AMB	Catalonia	Spain
Situation in 2011			
Business performance	Good	Good	---
Trend comparison 2011 to 2010			
Sales turnover	● ↑	● ↑	🔴 ↑
Sales prices	🔴 ↑	🔴 ↑	🔴 ↑
Number of employees	● ↑	● ↑	🔴 ↑
Investments	● ↑	🔴 ↑	🔴 ↑

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

Table 1.6. Business climate for business services.
Comparison with Catalonia[3]

Business services	AMB	Spain
Situation in 2011		
Business performance	Poor	Poor
Trend comparison 2011 to 2010		
Sales turnover	🔴 ↓	🔴 ↓
Sales prices	🔴 ↓	🔴 ↓
Number of employees	🔴 ↓	🔴 ↓
Investments	🔴 ↓	🔴 ↓

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

● ↑ **Positive and an improvement** on the previous year
● ↓ **Positive and worse** than last year
● → **Positive and unchanged** compared to previous year
🔴 ↑ **Negative and an improvement** on the previous year
🔴 ↓ **Negative and worse** than last year
🔴 ← **Negative and unchanged** compared to previous year

[3] This survey data is not comparable with those of Spain because the latter corresponds to "other services" which include other sectors in addition to business services.

In 2011, the retail trade in the Metropolitan Area of Barcelona followed a negative trend line that was similar to that seen in 2010, although with small differences in the balance amounts, except in the case of employment. **Turnover** fell again in 2011, and the percentage of negative survey answers (a drop in turnover) was 52%, which was a slight increase on 2010´s results, and in addition there was a decrease in the percentage of positive responses from 23% to 17% respectively. **Sales prices** looked like showing a moderately positive balance in the first half of 2011, but these fell into negative numbers in the second half of the year, so that the overall balance for the year was slightly negative, but moderately less so than in 2010. However, the overall balance for employment became more negative in 2011 given the percentage of negative survey responses (reduction of employees) doubled from 11% in 2010 to 22% a year later, while positive survey responses remained at 4%. **Regarding investment**, however, the negative balance was more moderate, but only slightly, and this seems to point to an overall stagnation with regard to the percentage of positive and negative replies recorded in the survey for 2010 and 2011, which were almost identical and low (between 8% and 9%).

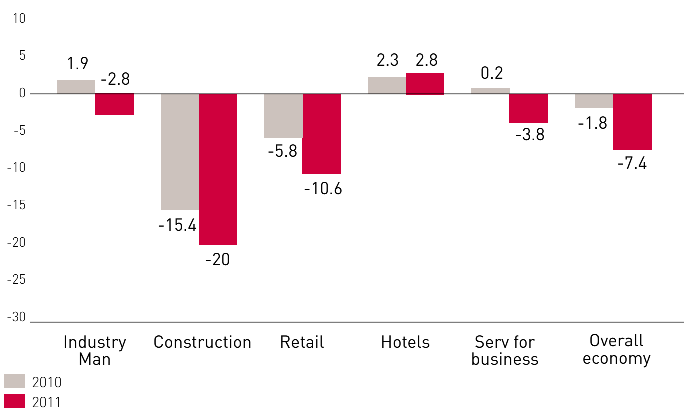
The **hotel industry** in the Metropolitan Area of Barcelona performed best in 2011, and it was a good year, which cannot be said for other sectors. Thus, the percentage of survey answers that stated that business had been good was higher than those that said it had been poor (40% versus 17%, respectively). **Turnover** also recorded a positive balance and it was higher than the previous year, with an increase in the percentage of positive survey answers (increases in turnover) which rose to 47%, in parallel with a decrease in negative responses (decreases in turnover) to 30%. Despite this improvement, **sales prices** recorded a slight negative balance in 2011, but much less than in 2010 and 2009. The weakness in domestic demand could be the reason behind why the overall balance is still negative. However, it is worth noting that foreign tourism improved and that during the high season (second and third quarters) sales prices rose, something that had not been seen in the previous two years. The hotel sector is also the only one to end with a moderately positive balance in terms of employees. The number of employees increased in the high season and dropped in the first and fourth quarters because of seasonal reasons, but to a lesser extent than the same quarters in 2009 and 2010. **Investment** in the hotel sector recorded a slightly positive balance in 2011, although it began to falter in the last quarter of the year, in a similar fashion to the industrial sector. We should mention that the hotel sector in the Metropolitan Area of Barcelona (and in Catalonia) recorded better results in 2011 than in the rest of Spain, where turnover, employment and investment continued to register negative balances along the same lines as 2010. It is especially worth highlighting the difference between the percentage of negative and positive survey responses regarding turnover, which stood at minus 33% for 2011.

The business services sector in the Metropolitan Area of Barcelona recorded a significant decline in business performance in 2011, along the same lines as the industrial sector, after a relative improvement in 2010. In fact, this sector has recorded the most negative balances across all variables analyzed in the survey. Thus, turnover saw an increase in the percentage of negative responses up to 43% (34% in 2010), while the percentage of positive responses decreased to 18% (22% in 2010). This was the same story with **sales prices**, **employment and investment**.

2. Quantitative turnover trends.

- Bigger falls in sales from -1.8% in 2010 to -7.4% in 2011, in nominal terms.
- All sectors have seen a drop in turnover, except the hotel industry.
- The construction sector has continued to show the largest falls in turnover, followed by the retail trade, with both recording double-digit declines.
- The industrial sector is the only one that went from turnover growth in 2010 to record a fall in 2011.

Figure 2.1. Turnover for the whole economy and by sector. 2011.
Nominal annual rates of change, in percentages



Source: Barcelona Chamber of Commerce and Idescat

Results by sector:

Turnover in the **manufacturing industry** in 2011 fell back after a slight increase in 2010 (-2.8% and 1.9%, respectively). In the other sectors, the decline was more marked, except in the hotel industry, which recorded a slightly higher rate of growth than in 2010. The **construction** sector saw a fall in turnover of 20% compared to a drop of 15.4% the previous year, which was the largest fall of all the sectors analyzed. The **retail trade** followed with decreases in sales of 10.6% in 2011, which was above the 5.8% drop seen in 2010. And the following sector that recorded the largest falls in sales was **business services**, which saw a fall of 3.8% in 2011, after having recorded a stagnation in sales in 2010 (-0.2%). Finally, the hotel industry progressed best, achieving an increase in turnover for the second consecutive year, which was even a little higher than 2010´s results, with a 2.8% increase in 2011, which was five decimal percentage points higher than in 2010.

These trends across sectors meant that turnover for the Metropolitan Area of Barcelona stood at -7.4% in nominal terms in 2011.

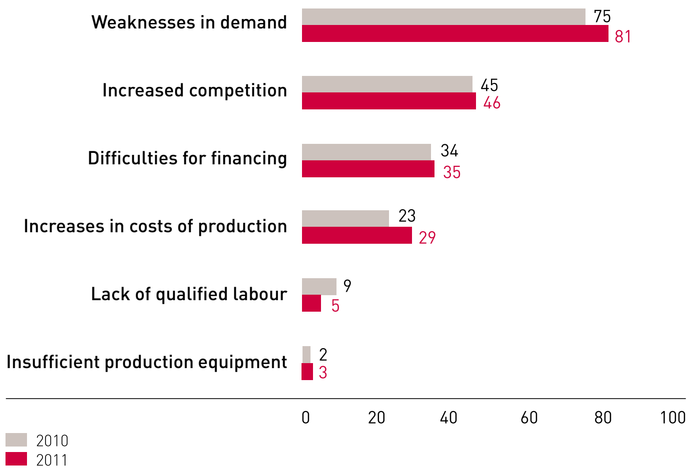
3. Factors that limit good business performance.

In 2011, the main factors that limited business performance in the Metropolitan Area of Barcelona were weak demand and increased competition, but especially the first factor, which was also considered to be more important compared to 2010, as was the case in Catalonia and Spain.

Another factor that became more relevant when considering the level of business performance in the Metropolitan Area of Barcelona in 2011 was the cost of production as a result of rising oil prices, even though this was considered the fourth most important factor analyzed in the Business Climate Survey conducted by Barcelona´s Chamber of Commerce and Idescat.

Increased competition and financing difficulties (second and third most important limiting factors) have remained fairly constant, although measured at higher levels in 2011.

Figure 3.1. Turnover for the whole economy and by sector. 2011.
Nominal annual rates of change, in percentages



Source: Barcelona Chamber of Commerce and Idescat.
[4] This question is measured as the percentage of companies that have signalled each of these factors, averaged out by the weight that the company has in the sector, in terms of number of workers

Results by sector:

Those sectors most affected by **weak demand** were the construction and retail sectors. However, the percentage of employers who pointed this factor out as a limiting one was so high in 2010 that in 2011 it remained virtually unchanged, standing at 88% for both sectors, but with a clear decline as from the second half of 2011. However, the strong positive trend seen in foreign tourism meant this factor lost importance in the hotel industry in 2011, although it was still high. In industrial and business services sectors, weak demand became one of the factors that best explained the decline in both sectors in 2011. The other two factors were the increasing costs of production, in the case of industry, and financing difficulties in the case of business services, as shown below.

Increased competition is the second most important factor limiting business performance across all sectors except industry, where the second most important factor is increasing costs of production. Those sectors affected by this factor are the hotel and construction sectors, although this has somewhat lost relevance, especially in the hotel industry, where it went from being mentioned by 68% of employers in 2010 to 55% in 2011. However, regarding the industrial sector, increased competition has gained weight as a limiting factor, having been mentioned by 41% of employers (37% in 2010). And this factor also arose in service sector companies, with 45% mentioning it in 2010 compared to 48% in 2011. It is worth noting that in 2010, this factor affected more companies in the Metropolitan Area of Barcelona than in Spain, especially in the industrial, construction and hotel sectors.

Financing difficulties (third limiting factor) remain significant and stable. However, stability is an issue in the hotels and business services sectors, where difficulties to find funding got significantly worse: in 2010 this factor was mentioned by 23% of hotel owners and 26% of managers in the business service sector, while in 2011 these percentages were 32% and 41%, respectively. In terms of industry, this factor loses something of its importance, as it was indicated by 24% of employers (29% in 2010).

Rising costs of production (fourth limiting factor) has become more relevant due to the upward trend in oil prices in 2011, which mainly affected industry, and which was mentioned by 47% of employers in this sector, compared to 29% of those surveyed in the Metropolitan Area of Barcelona. Moreover, this figure increased significantly on the 32% recorded in 2010 in the industrial sector. In fact, in 2011 the increase in production costs in the industrial sector became more relevant in terms of limiting business performance than increases in competition. This factor has also become somewhat more relevant in the hotel sectors and that of business services.

Table 3.1. 1 Factors that limit business performance across the whole economy. Comparison between Catalonia and Spain

Overall economy	AMB	Catalonia	Spain
Weaknesses in demand	81 ↑	81 ↑	81 ↑
Increased competition	46 ↑	44 ↓	32 ↓
Difficulties for financing and cash flow	35 ↑	37 ↑	37 ↑
Increases in costs of production	29 ↑	32 ↑	---
Lack of qualified labour	5 ↓	6 ↓	6 ↓
Insufficient production equipment	3 ↑	3 =	3 ↓

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

Table 3.2. Factors that limit business performance in the manufacturing industry. Comparison between Catalonia and Spain

Manufacturing industry	AMB	Catalonia	Spain
Weaknesses in demand	75 ↑	74 ↑	82 =
Increases in costs of production	47 ↑	47 ↑	---
Increased competition	41 ↑	38 ↓	30 ↓
Difficulties for financing and cash flow	24 ↓	24 ↓	40 ↑
Lack of qualified labour	3 ↓	5 ↓	8 ↓
Insufficient production equipment	3 =	3 =	5 =

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

Table 3.3. Factors that limit business performance in the construction sector. Comparison between Catalonia and Spain

Construction	AMB	Catalonia	Spain
Weaknesses in demand	88 ↑	88 ↑	84 ↓
Increased competition	53 ↓	52 ↓	33 ↓
Difficulties for financing and cash flow	49 ↓	53 ↓	54 ↑
Increases in costs of production	17 ↓	22 ↑	---
Lack of qualified labour	4 ↓	6 ↓	8 =
Insufficient production equipment	2 =	3 ↓	3 ↓

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

↑ **Increased importance** as a limiting factor for business compared to last year
↓ **Loses importance** as a limiting factor for business compared to last year
= **Maintains its importance** as a limiting factor for business compared to last year

Table 3.4. Factors that limit business performance in the retail sector.
Comparison between Catalonia and Spain

Retail sector	AMB	Catalonia	Spain
Weaknesses in demand	88 ↑	89 ↑	84 ↑
Increased competition	36 ↓	38 ↓	38 ↑
Difficulties for financing and cash flow	28 =	34 ↑	31 =
Increases in costs of production	21 ↑	27 ↑	---
Lack of qualified labour	8 ↓	5 ↓	6 ↓
Insufficient production equipment	2 ↓	4 ↑	4 =

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

Table 3.5. Factors that limit business performance in the hotel industry
Comparison between Catalonia and Spain

Hotel sector	AMB	Catalonia	Spain
Weaknesses in demand	76 ↓	67 ↓	82 ↑
Increased competition	55 ↓	47 ↓	36 ↑
Difficulties for financing and cash flow	32 ↑	27 ↑	27 ↓
Increases in costs of production	31 ↑	38 ↑	---
Lack of qualified labour	10 ↑	13 ↑	10 =
Insufficient production equipment	3 =	4 =	8 ↑

Source: Barcelona Chamber of Commerce and Idescat (AMB and Catalonia) and Chambers of Commerce (Spain)

Table 3.6. Factors that limit business performance in the business services sector. Comparison between Catalonia and Spain

Business services	AMB	Catalonia
Weaknesses in demand	79 ↑	80 ↑
Increased competition	48 ↑	47 ↑
Difficulties for financing and cash flow	41 ↑	38 ↑
Increases in costs of production	21 ↑	22 ↑
Lack of qualified labour	7 ↓	6 ↓
Insufficient production equipment	2 =	2 =

Source: Barcelona Chamber of Commerce and Idescat

↑ **Increased importance** as a limiting factor for business compared to last year
↓ **Loses importance** as a limiting factor for business compared to last year
= **Maintains its importance** as a limiting factor for business compared to last year

Methodology note:
Please refer to the methodology of the survey on business climate by Barcelona's Chamber of Commerce and Idescat (data for Catalonia and Barcelona Metropolitan Area) at http://www.idescat.cat/pub/?id=clem&m=m

Sectors of the business climate survey:
Manufacturing: CCAE 09: 10-38
Construction: Construction of buildings (CCAE 09: 412) and civil engineering (CCAE 09: 42)
Services: Retail (CCAE 09: 47, except 473, 4779, 478 and 479) and sales and repairsmotor vehicles and motorcycles (CCAE 09: 45, except 452), Hotels (CCAE 09: 551) and Services-companies (CCAE 09: 59, 60, 62, 63, 69-74, 77, 78, 80, 812, 82 and 951) a les empreses (*CCAE 09*: 59, 60, 62, 63, 69-74, 77, 78, 80, 812, 82 i 951)

4. List of figures and tables

Figures

Tables